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1971-1972



# home edition directory for MATAMATA

Published by: **UNIVERSAL BUSINESS DIRECTORIES LTD, AUCKLAND**

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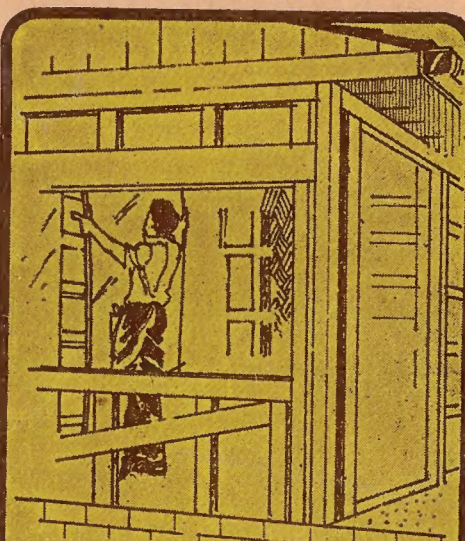


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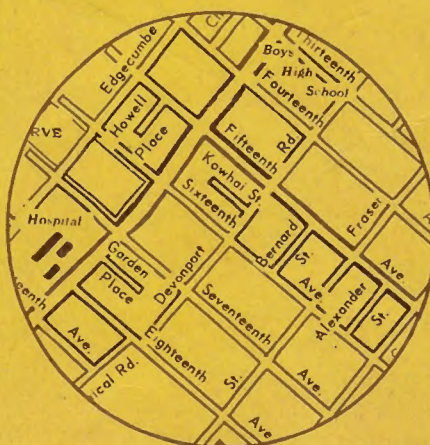
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# PLAN YOUR GARDEN

## FOR BEAUTY & UTILITY

**W**HATEVER one's attitude towards the garden, the rewards are still the same, spread piecemeal through the years in occasional moments of awareness. The garden lover can gain peace and pleasure, the industrious type can reap better crops and exercise, and very few are unappreciative of the sight of well laid out gardens and lawns.

Planning before every move, using chemicals and fertilisers and making use of power tools is the modern way of taking the hard work out of gardening.

By the same coin, contemporary garden layout can help lessen burdensome chores and allow more time for golf, bowls, fishing or just lazing around with a cool drink.

### BALANCE AND COLOUR:

Where once gardens were rigidly formal with soldier-like formations of flowers and beds mathematically precise, the up-to-date approach strikes at contrast — flowing lines, bordered lawns, wide paths and minimum ornamentation. Upkeep need only be on a limited scale.

The principles of garden layout are similar to those applied when interior decorating — simplicity, balance and colour harmony. Broadly speaking, if those principles are adopted, the garden will serve its ultimate purpose as a place to relax in rather than be master of a reluctant householder.

Colour harmony can be achieved by grouping of flowers; the foliage serves as a common background to tie the composition together. Bright splashes of colour here and there are more effective than straggly lines of flowers. The principle is boldness. If flowers are to be planted, make a show of them, range them according to height against a background. Grouping flowers makes arresting patches of colour to an otherwise nondescript garden.

Colour contrast plays a role in good layout design. While flower clusters of different colour and type make an attractive blaze of colour, single colours also bear consideration. For example, white carnations or roses against a time-stained fence, red roses against white trellis. There are endless variations.

### PLAN AHEAD

Generally the best laid out gardens are conceived before the first spadeful of soil is turned. The oft accepted idea to plan as you go has many disadvantages, principally because it leads to impulse buying which in turn can crowd a garden with trees and shrubs whose only distinction is that they were "specials". Such "bargain" trees and shrubs take up valuable space needed for finer and more productive trees.

Whatever stage a garden has been developed to, it can still be modified. One method of layout, and perhaps the best, is to draw a plan of the section, mark in the house and compass points (to indicate sheltered positions) and plan each move.

Mark on the plan good or bad features of the area

adjacent to the garden which can be seen from windows in the most used rooms in the home. It must be remembered that the view from the window, kitchen or lounge is the most important of all to the homemaker. Good features can be enhanced, bad features can be hidden by bushy shrubs and trees.

### TREE PLANTING

The next step is to plan where the trees will be planted — hardiness and purpose being the main considerations. Hardy trees will stand up to prevailing southerlies, most ornamental and semi-tropical trees thrive in sheltered locations.

For maximum effect grow ornamental trees within sight of the windows of the home and sufficiently far back for them to be seen in their entirety. If they are deciduous (leaf shedding) keep them well away from the neighbours' house to avoid blocking roof gutters.

Some fruit trees of the same type can be grown in small groups but must be pruned to the same height to prevent the most robust tree from taking over.

Shade trees can be an embarrassment of riches when they reach maturity, overshadowing desired sunny aspects and casting gloom over a home. Select the type of shade tree, find out its height at maturity and stand a pole up equal to the tree height when full-grown — the shadow cast by the pole will indicate the length of shade the tree will throw.

### ALLOW SPACE

One factor often overlooked is that if a tree is planted too near a house it can interfere with foundations, paths and pipes, obscure a window and be deprived of its fair share of moisture. Artistically, too, there should be a gap between the precise lines of a house and the free-form lines of a garden.

A common fault among gardening beginners is planting trees too close together. While the trees are small they appear well spaced; as they mature, the weaker tree gives way to the stronger. As a rule of thumb, allow room for root expansion equal to the spread of the tree when fully grown. Information can readily be obtained at the nearest nursery relating to a particular tree.

### OPEN OR ENCLOSED

Gardens fall into two main categories — open or enclosed. The American concept of gardens is to make them blend in with the surrounding environment in a park-like array — fences are frowned on as anti-social.

New Zealanders, like their English forbears, prefer some form of enclosure but generally compromise with a low fence or hedge. The important point to remember is that an enclosed garden offers more scope for finer develop-



ment because a background of trees and shrubs can be grown. On the other hand, the open garden appears much larger than it really is if kept fairly simple.

## FEATURES

A well situated feature in any garden, be it a stone lantern, ornamental tree, rockery, sundial or a glass float, will arrest attention and therefore needs no distraction near. In this regard the Japanese are past masters, being able to make a garden complementary to one object. A garden with too many features lacks visual appeal, the eye finds difficulty



in focusing on any one object, and as a consequence none are appreciated for their individual qualities. A simple rule is that nature needs little adornment.

Getting the best returns from trees and shrubs in your garden is largely a matter of supplying what they need at the right time and planting them in the right location. Some trees need nursing along, others are so sturdy they can survive even the most indifferent treatment; nevertheless all trees benefit from regular attention.

When to plant is a question frequently asked of nurserymen. It can be accepted that the right time is when nurseries offer their products for sale; however, there are a few fine distinctions which aid tree growth immensely.

Most trees and shrubs are best planted in early autumn, the exception being citrus trees and other tender types, which are best planted in spring. Autumn planting makes a lot of difference to the growth rate. The earth is still warm and there is an abundance of water — two factors to encourage root growth. Although there is little, if any, top growth, the roots are well prepared to surge outwards by spring. It is also in the spring that the upper growth of the tree starts developing. Test comparisons between autumn and spring planted trees have shown the autumn planted trees to be able to stand up to the demands of summer weather.

Although successful tree growing is a science, the basic formula is easily understood and there is no reason why any tree should not survive transplanting from the nursery to the home garden. A nursery grown tree is the best investment because it is grown in rich soil and tended by experienced personnel. Because trees are considered commonplace the purchase price is often regarded as high, yet a tree which gives a lifetime of service costs no more than an evening's entertainment, even less, in fact.

Most trees and shrubs are sold with balled roots, others with bare roots. Balled rooted plants are more able to withstand the shock of transplanting because the roots are surrounded by soil to which they have adapted themselves and also because the hessian wrapping cases offer some protection against sunlight, which soon dries the roots. In both cases, treat the roots gently, knocks and excess movement can easily kill the plant.

## PLANTING TECHNIQUE

Dig a hole twice the diameter of the plant roots, fill it with water; if the water drains slowly away drainage must be improved by digging deeper and adding a few stones or pieces of tile. Partially fill the hole with fertilised soil and place a stake a few inches away from where the balled root will be. The stake should stand in the weather side.

Place the balled root on the fertilised soil and partially fill the hole; loosen but do not unwrap the hessian around the top of the roots, then fill the hole. Tamp the soil firmly but not to the extent where the roots may be damaged, and water the plant. An extra refinement is to make a rim of soil around the plant for irrigation.

When staking the plant, do not pull it towards the stake or it may grow bent. A figure eight tie with string or a piece of wide material will retain the plant. Heavy clamping on the stem or trunk will cause damage. The importance of staking cannot be overlooked. Without a stake a young tree or shrub is at the mercy of the wind, which will loosen roots.

Before planting bare roots, give the roots a good soaking. When placed in the hole, the centre of the roots should rest on a mound of soft soil — the roots should extend outwards according to their natural inclination. Stake in the usual method.

In the event of a plant having to wait to be transplanted, heel it into the ground by laying the plant on its side and the roots in a shallow hole, cover the roots with soil and keep them moist. In all cases of transplanting and heeling, roots must be kept out of the sunlight and handled with great care.

Most trees are best kept shaded for a few days after transplanting; a cardboard box with both ends removed or a tea chest serves the purpose admirably. A point of note when planting trees or shrubs is to face the best side of it where it will be seen most.

As outlined earlier, there is a perfect location in the garden for each type of tree; experimentation is costly. If a tree dies, pull it out and find out the cause — it may be a disease, soil deficiency, insects or just neglect. In any case it is the loss of an investment, a fact which nurserymen, too, have learned when entire crops of plants had to be destroyed, hence their regular use of costly fertilisers and insecticides.

## FEEDING YOUR TREES

When children are neglected there is a public outcry, yet trees, which give so much in the way of ornamentation, fruit and shade are frequently neglected. Regular feeding is much more acceptable to a tree than sentimental talk about its finery. There are various methods of feeding: through the leaves by spraying during cloudy, damp weather — sunny weather tends to dry the fertiliser before it can be absorbed; root plug feeding by boring holes around the tree and feeding in fertiliser washed down with water and surface feeding — by spreading fertiliser around the trunk and irrigating.

When root or surface feeding, make sure the root tips, which are hairlike, get the benefit of the fertiliser; they usually extend to the perimeter of the upper growth, known as the drip-line.

With such prevailing interest in home gardening, especially tree planting, manufacturers have gone to great lengths to produce fertilisers to suit all plants. The bewildering array of fertilisers in stores consists of a few basic chemicals and trace elements mixed to varying degrees.

Not always appreciated by the home gardener is that a knowledge of fertilisers is a money-saver, basic chemicals can be purchased in bulk and mixed at home. Instant fertilisers too have their place, giving plants a quick boost before embarking on a long-term feeding programme in very much the way pep pills are used by adults.

## PRUNING BASICS

Pruning controls growth, helps maintain plant health and improves the quality of fruit. Each tree should be studied closely before pruning commences (at the end of the fruit and flowering season). Much of the disease and insect infestation of trees can be attributed to saw-happy enthusiasts who lop branches with thoughtless abandon and neglect to seal the exposed tips.

Inward growing branches should be removed before they start rasping on other branches.

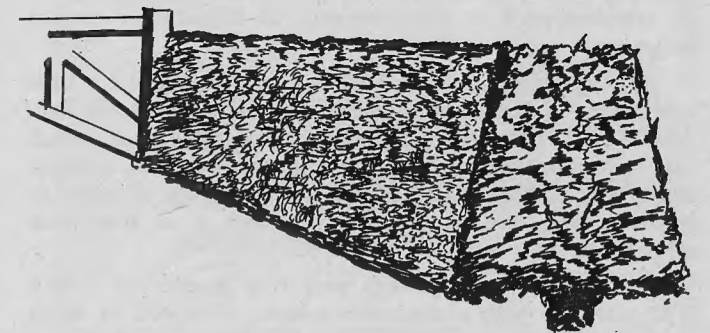
If a branch needs cutting back, make the cut just above a bud pointing in the desired direction. Never leave a portion of the cut branch beyond the bud.

Removing a heavy branch often rips bark from the trunk as it falls. This can be prevented by making an undercut. Do not try to make a tree conform to a shape other than its natural one. While there is considerable scope for shaping some ornamental trees, other trees eventually revert to their original shape.

## HEDGES

Hedges make excellent windbreaks, allow privacy and also shut out undesirable views. They are surprisingly cheap to buy in quantity and can take a lot of punishment. For a low ornamental hedge ask for dwarf types; they can be controlled with little effort. Growing the taller types when a low hedge is needed creates the problem of control; eventually they outpace the gardener and grow to their natural height.

Tall hedge plants should be spaced three feet apart. Trim the foliage to taper at the top, thus giving the lower foliage an opportunity to obtain a fair share of sunlight.

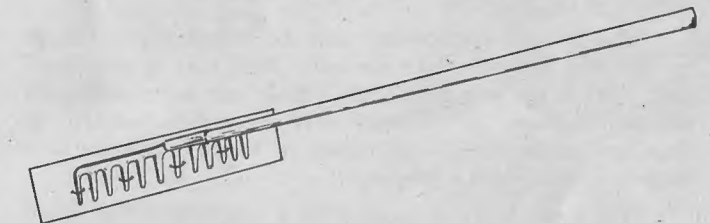


Trim your hedges wider at the base

## LAWNS

If most husbands had their way, gardens would be covered in plastic lawn and mowing machines stored away for the "duration". Yet even the most indifferent home gardener will admit to a feeling of pleasure at seeing his garden lawn freshly cut.

It is now possible to have a near perfect lawn with little effort, hand weeding is a thing of the past; motor mowers can make superfine blade cuts; fertilisers can be applied in a few minutes and watering, nearly always a



A simple lawn leveller

tiresome chore, can be reduced to simply turning on a tap. The secret of a good lawn lies in the initial effort; thereafter maintenance can be run on strictly scientific lines, demanding more thought than physical labour.

While home gardeners may eschew having a perfect lawn, scientists are bringing nearer the day when grass need never be cut. New Zealand's own native plant — dichondra or Mercury Bay weed — is the nearest advance in this direction, needing cutting but twice a year.



## LAWN PREPARATION

Short of laying tiles or some other drainage material, the best lawns have a slight pitch to prevent waterlogging. On steep hillside gardens, terracing is often the answer, but an outward pitch is still necessary to carry away surplus rain water.

The ground should be well dug over and given a light application of lime which counters over-acidity in the soil. Also dig in untreated sawdust and superphosphate which aids root development. The preliminary work is a summer chore which allows time for the soil conditions to settle in before sowing time in autumn, when there is an abundance of rain and still some warmth in the soil.

A frequent mistake when preparing ground for a lawn is to make do with a minimum amount of topsoil to attain a level. Soil is scraped off a hard subsurface and spread elsewhere; later, when the grass is established, bald patches appear because the roots are confined to a few inches depth. Given the right soil, grass roots can grow to a depth of three feet.

Buying topsoil is not always an effective remedy because of the quality factor; some soil is described as topsoil whereas it is actually subsoil; colour is not always an indication of quality. Look for surface debris such as grass roots, leaves and twigs, sure signs that the purchased soil really is topsoil.

After rough levelling, peg out the lawn area to its intended level, remove stones and break up lumps.

Before rolling the lawnbed, trail a T-shape leveller back and forth to flatten high and low spots. A simple leveller can be made by attaching a piece of 3 x 1 timber to the head of a rake. The tines fit into a slot and are held in place by two pieces of wood (see illustration). An alternative leveller is a 3 x 4 duckboard weighed down with rocks or young children — a novel introduction to dirt gardening. The duckboard is dragged by means of a rope joined at two corners of the board.

The levelled surface can then be rolled; the soil must be dry or it will adhere to the roller. Roll first in one direction, then across at a right angle. Fill in any depressions with screened soil and lightly rake over the entire lawnbed. A fine application of lawn fertiliser is recommended at this stage to give the seed a good start.

Sow seeds in strips marked by a length of string. Birds can be deterred by coating the seeds in red lead. A light raking and rolling after sowing will give the seeds an opportunity to come into close contact with the soil.

- Fence off the area from children.
- Keep the lawnbed moist.
- Cut grass when blades curl.
- Hand weed when grass is one inch high.

A point of economy when purchasing grass seed is to buy the best quality; the seeds are usually smaller and there are many more hundreds to the pound weight than a similar weight of coarse seeds.

It sometimes happens that an established lawn becomes uneven; low spots can be brought up to the overall level by first cutting the grass as low as possible, then rake the area and fill to the required level, roll the soil and complete sowing as earlier prescribed. High spots, too, can be treated

in a similar manner, but care should be taken to ensure there is sufficient topsoil for the grass roots to develop.

## MOTOR MOWERS

The motor mower without a doubt is the hardest work-horse in the garden. Even subjected to the harshest treatment it rarely complains. It is sometimes used to slice rocks, cut off high spots and as a battering ram against a fence where grass is reluctant to be trimmed. Few home gardeners are unable to get a motor mower started when it occasionally goes on strike.

A few points on maintenance can make all the difference. Regularly check all nuts and bolts for tightness. Clean the air filter after each mowing — dust acts as an abrasive and can reduce the life expectancy of the machine by half. Keep the spark plug clean and check gap occasionally.

Have the rotary blade regularly sharpened. An unevenly balanced blade, caused by inaccurate sharpenings, results in vibration and plays havoc with the motor. A blunt blade tugs rather than cuts grass, leaving an expanse of frayed grass tips in its wake.

Oil, too, can make all the difference to running; by using the recommended oil a prescribed fuel standard is maintained.



## WATERING

There are many gardening enthusiasts who will go to any lengths to establish a lawn, no effort is too much, yet during summer, when lazing on the lawn is indicated, the thought becomes unacceptable because the lawn is spiky and dusty through lack of water. When to water has been a problem since Adam and Eve were evicted.

Equally at odds with no watering is too frequent watering of lawns. As a once or twice a day ritual, watering rarely achieves its hoped for purpose.

When a lawn is given a light daily watering, grass becomes shallow rooted, conditions become ideal for crab-grass to thrive, and most of the water is lost through evaporation.

Continued on page IX

## REVOLUTIONARY **NEW!** METHOD OF HOME DYEING...



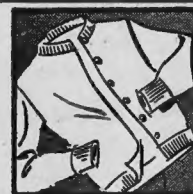
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# MATAMATA

(BOROUGH WITHIN THE MATAMATA COUNTY)

Matamata is situated 38 miles to the east of Hamilton near the northern boundary of the Matamata County, 19 miles by rail from Morrinsville, 50 miles from Rotorua, 121 miles from Auckland, 21 miles south east by road from Morrinsville, 13 miles north by road from Tirau and 17½ miles south east from Waitoa. Regular motor services are run to and from Tauranga, Rotorua, Hamilton and Auckland. It is a growing town with a population of 3,900 and has both a fully licensed tourist hotel (22 bedrooms) and a 2-star-plus private hotel (34 bedrooms). It is the centre of a big dairying industry, having within a six-mile radius four large dairy factories. Four miles from Matamata towards the Kaimai Ranges lie the Okauia Hot Springs, which draw large numbers of visitors from all over New Zealand. During holiday periods, both motor camps are crowded with as many as 2,000 campers. Not only are the Hot Springs an attraction but the fact that Matamata is so centrally situated for trips to Hamilton, Rotorua, Tauranga, Waihi, etc., make this town an ideal headquarters. The amenities of the town, which include bowling greens and an 18-hole golf course, make it an ideal tour and conference centre. There is a modern Memorial Centre which is suitable for all types of functions. The town is serviced by six medi-

cal practitioners, four chemists, five dentists, one optician and has a public hospital with 23 beds and also a private hospital.

There are a variety of clubs to suit all people, young and old.

There are many attractive business houses in the town catering for different needs. The motorist is well catered for with several modern garages and service stations. Farmers day is Wednesday.

The district was first developed by J. C. Firth, who was responsible for much pioneer land development. The estate was purchased and cut up by the Government in 1899. The locality was the home of Te Waharoa, an influential Maori chief, and of his son Wiremu Tamehara. Before the days of Mr Firth, Matamata saw the establishment of a mission station by the Rev. Brown, who afterwards went on to Tauranga to found the mission there. One of the most famous meetings to take place near Matamata was that between Mr Firth and Te Kooti when the former endeavoured to persuade Te Kooti to surrender to the Government. However, the rebel declared he would live quietly if left alone, otherwise he would continue fighting.

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Holloway, H. K., Tui St  
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H. K. Holloway, A.C.A.  
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Acclimatisation Society, (H. R. Downes)  
P.O. Box 144

Amateur Athletic Club, (Mrs N. Knight),  
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Association Football Club, (A. Pringle),  
Short St

Automobile Association Auckland Inc.,  
(I. Oliver), Broadway

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Findwater St

Boy Scouts Assn (R. Tappin), 8 Farmers  
Rd

Boys Brigade, The (B. A. V. Simpson),  
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Bedford Cres.

Camera Club (Mrs. W. L. Hollis), Bur-

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College Board of Governors (Matamata)

(Smeaton, Gilbert and Blanchett), Tui  
St.

Cricket Association (M. King), Burwood  
Rd

Crippled Childrens Association, (Mrs J.  
Keys), Smith St

Dramatic Society, (Mrs C. Lucas), Hoh-

ala Cres.  
Federated Farmers (H. McGahin)

Girl Guides Assn (Mrs A. Fraser),  
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Golf Club, (Sec. R. W. Cain), Manga-

whero Rd  
Gun Club (Sec. K. McSweeney), 26 Smith  
St

Hockey Club (N. Barlow) 55 Burwood Rd  
Indoor Basketball Club (Mrs D. Oates),  
Hinuera Rd

Indoor Bowling Assn., (Mrs. A. Douglas)  
R.D.2.  
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Association, (Mrs. E. Allison) R.D.3

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Jaycee Inc. (K. Lash), P.O. Box 78  
Matamata Archery Club (A. Akers)

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Matamata Bowling Club (W. Subritzky),  
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Matamata Boxing Club, (G. Walker),  
Puriri Place

Matamata Branch, C.W.I., (Mrs M.  
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Waharoa Rd

Matamata Lions Club, (Max Petersen),  
P.O. Box 59

Matamata Primary School Parents  
Teachers Assn.

Matamata Public Relations Assn. (Mrs J.  
Pollock), P.O. Box 93

Matamata Racing Club (J. B. Christo-

phers), Arawa St.  
Matamata R.S.A., (H. W. Lucas), P.O.  
Box 200

Matamata Rose Society (Mrs G. Suther-

land), R.D.1  
Matamata Society of Arts, (A. P.  
Dawson), Sylvan Pl

Matamata Sub Province Federated Far-

mers (J. Taylor), Mowbray Rd  
National Council of Women (Mrs D.  
O'Sullivan), 5 Cranwick Cres

Netball Assn (Matamata), (Mrs J.  
Martinovich), Tower Rd

Operatic Society, (Mrs. H. Carter),  
Tower Rd

Orphans Club, (J. A. Orbell), 7 Station  
Rd

Piako Aero Club (D. S. Lee), Arawa St

Piako Gliding Club (G. Ross), R.D. 2

Piastre Indoor Bowling Club (C. H.  
Piastre), Water Ski Club, (L. Peterson),  
R.D.2

Plunket Society (Mrs D. Holloway)  
Gordon Ter.

Pohlen Park Society (N. Sheat), c/o  
Bank N.S.W., Arawa St

Rewa Bowling Club, Waharoa Road East  
Road Safety Council, (Mrs. J. Noble),  
2 Hampton Ter.

Rotary Club, (J. Bowden), P.O. Box 28  
Rugby Football Club Inc. (C. Hall),  
Comer St.

Rugby Sub Union, (C. Hall), P.O. Box  
102

St John Ambulance Assn., Matamata  
Sub Centre (Smeaton, Gilbert and  
Blanchett), Arawa St.

St. John Ambulance Waikato, B.O.P.  
Centre (Smeaton, Gilbert and Blanch-

ett), Arawa St.  
Senior Citizens Association, (R. D.  
Davis), 21 Mangawhero Rd

Ski Club (Matamata) (N. Jagger), Broad-

way

Squash Racquets Inc. (R. Tappin), 2  
Farmers Rd.

Stanley St. Boxing Club (B. Simonsen),  
31 Stanley St.

Tennis Club (Sec Mrs S. Prevett), Tower  
Rd

Waikato East Lawn Tennis Sub Associa-

tion (D. S. Lee), Arawa St  
Waikato East Softball Assn. (E. Stewart),  
Kowhai St.

## Contd.—ASSOCIATIONS, CLUBS, etc.

Waikato St. John Ambulance Brigade  
(Smeaton, Gilbert and Blanchett),  
Arawa St.

Womens Bowling Club, Smith St

Womens Division Federated Farmers  
(Mrs L. Wratt), Station Rd

Workingmen's Club (S. Rowe), Arawa  
St.

## ASSOCIATIONS—EMPLOYERS & PROFESSIONAL

Matamata Carriers Assn. (C. B. Candy),  
Tui St

Matamata Chamber of Commerce, (M.  
J. Kyle), P.O. Box 101

Sharemilkers Employers Association,  
(Noble & Lee), Arawa St

## AUCTION MARTS

Mart (The), Broadway

## AUCTIONEERS

Dalgety NZ Ltd, Broadway  
Farmers Co-op. Auctioneering Co. Ltd.  
Broadway

Newton, King Ltd., Broadway  
Wright, Stephenson and Co. Ltd  
Broadway

## AUTOMOBILE ASSOCIATIONS

Automobile Association Auckland Inc.  
Area Office, Broadway

## AUTOMOTIVE ELECTRICIANS AND ENGINEERS

Cowling Bros Ltd, Broadway  
Hall, B. M. Ltd, Tainui St

Matamata Auto Electrical, Tui St.  
Matamata Electrical Service, Arawa St.

## BABYWEAR RETAILERS

Jagger, N. and E. Ltd., Arawa St.  
P.O. Box 181. Phone 8876

Junior Fashions, Broadway  
Pram House, The, Broadway

Wallace Supplies Ltd., Arawa St.  
Wilbert Marks Ltd., Broadway

## BAKERS—BREAD

Matamata Bakeries, Broadway

## BANKS

Australia and N.Z. Bank Ltd., Broadway  
Bank of N.S.W., Arawa St. Extension  
Bank of New Zealand, Arawa St.

National Bank of N.Z. Ltd., Broadway  
Post Office Savings Bank, Arawa St.  
Waikato Savings Bank, Arawa St.

## BARRISTERS AND SOLICITORS

Bell and Graham, Professional Chambers,  
Arawa St.

Edmonds, Wilson and Marshall,  
Edrich Bldgs, Arawa St

G. E. Edmonds, LL.B. Res. 7517  
P. G. Wilson Res. 7424  
J. S. Marshall Res. 8493

Phones 8136 (3 Lines) P.O. Box 62  
Larkin, R. J., Aquinas House, Arawa  
St North

R. J. Larkin, LL.B., Phone 8876  
Box 181, Res. 8984

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## MATAMATA MAP INDEX

Street	Ref. No.	Street	Ref. No.	Street	Ref. No.	Street	Ref. No.	Street	Ref. No.
Allenby Rd	D-2	Elizabeth St.	C-1	Huia St.	D-4	Park Lane	F-3	Sylvan Pl.	E-2
Arawa St.	D-3			Jellicoe Rd.	G-2	Peria Rd.	D-6	Tainui St.	F-1
Arawa St. Extn.	B-4	Farmers Rd.	D-2	Kauri Cres.	A-4	Puriri Pl.	C-6	Tamihana St.	F-1
Banks Rd.	I-3	Findlater St.	C-7	Kilbride Rd.	E-7	Price Ter.	E-7	Tawa St.	F-1
Barnard St.	B-1	Firth St.	C-3	Kiwi St.	D-6	Rangiora Ave.	E-7	Tetley St.	F-1
Beatty Rd.	H-2	Fitzgerald Ave.	E-4	Konini Pl.	C-7	Rata St.	E-4	Totara Ave.	F-1
Bedford Cres.	F-4			Kowhai St.	A-3	Ratcliffe St.	A-3	Tower Rd.	F-1
Broadway	C-4	Gladstone Rd.	A-1	Mangawhero Rd.	D-7	Rawhiti Ave.	B-4	Tui St.	F-1
Browne St.	D-2	George St.	A-2	Matai Ave.	D-7	Rewa St.	B-4		
Burwood Rd.	E-4	Gordon Ter.	A-3	Meura St.	D-4	Rimu St.	F-1		
Centennial Drive	B-1	Haig Rd.	I-2	Mill Cres.	E-2	Sheffield St.	D-7	Vincent St.	A-1
Central St.	F-2	Hampton Ter.	G-2	Miro St.	C-5	Short St.	D-4	Vosper St.	C-6
College St.	C-4	Hetana Rd.	C-3	Ngaio St.	D-5	Sim St.	E-2		
Cook St.	C-2	Hohaia Cres.	I-3			Smith St.	C-5	Waharoa Rd.	A-3
Coomber St.	E-5					Stanley St.	G-1	Waharoa Rd. East	B-3
Cranswick Cr.	A-1					Station Rd.	F-2	Western St.	C-1
Dawson St.									

## Contd.—BARRISTERS AND SOLICITORS

Schofield, Petersen and Gould, B.N.Z.  
Bldg, Arawa St  
I. M. Petersen, Notary Public,  
W. B. Gould, B.A., LL.B., Hons.  
P.O. Box 43. Phone 7049

## BATHS

Centennial Swimming Baths, Meura St.  
Crystal Hot Springs Ltd., No 1 R.D.  
Crystal Hot Springs Motel Matamata,  
No 1 R.D.  
Opal Hot Springs and Motor Camp,  
No 1 R.D.

## BATTERY SERVICE STATIONS

Cowling Bros., Broadway  
Hall, B. M. Ltd., Tainui St  
Matamata Auto Electrical, Tui St.  
Seabrook Fowlds Ltd., Broadway  
Slade Anderson Motors Ltd., Broadway

## BEAUTY SALONS

Beauty Shoppe, The, Arawa St. South  
Carousal Hairdressing Salon, Broadway  
Regal Beauty Shoppe, Smith St  
Roberto's Salon, Arawa St.  
Salon Fayette, Arawa St.  
Salon Margo, Arawa St.  
Salon Michele, Arawa St.

## BILLIARDS SALOONS

Dalziel, T., Broadway

## BLACKSMITHS

Lynch, L., Burwood Rd

## BOOKING OFFICES—TRAVEL (See Travel Agents)

## BOOKSELLERS AND STATIONERS

Arawa Book Shop (Agents for N.Z. Herald), Arawa St.  
Barry and Hastings Ltd., Arawa St.  
Farmers Trading Co. Ltd., Tui St.  
Haworths Department Stores (Matamata) Ltd., Broadway

## BOTTLE MERCHANTS

Matamata Skins and Hides, Firth St

## BOTTLED GAS SUPPLIERS

Cowling Bros Ltd, Broadway  
Wright Stephenson and Co. Ltd., Broadway

## BRICKLAYERS

## DONOVAN, G. T. LTD.

BURWOOD RD. P.O. BOX 146  
PHONE 8787

Bricklayer and Solid Plasterer. Stone-work and Tiling undertaken

## TAYLOR, H. &amp; B. LTD.

PURIRI PLACE. YARD: GLADSTONE RD  
PHONE 8459

Bricklaying Contractors. All classes of Brick, Stone, Tiling and Plastering

Donovan, G. T. Ltd., Burwood Rd  
Greenwell, Les Ltd., 30 Burwood Rd  
Noble, Neil, 2 Hampton Terrace  
Tarry, J. E., 10 Gordon Tce.  
Taylor, H. and B. Ltd, Puriri Place

## BUILDERS AND CONTRACTORS

## HINUERA BUILDERS LTD.

SHORT ST. P.O. BOX 68

PHONE 8714  
AFTER HOURS:  
M. Conder 8935; B. Conder 8991  
Builders and Builders' Supplies. Shop and Office Fitters

## RAWHITI BUILDERS

P.O. BOX 179  
PHONES: R. Percy 7689, R. Tanner 7188

Residential, Commercial and Industrial Building Contractors. Agents for Gerrard Feature Homes

Dawson, S. R., 4 Dawson St.  
Hinuera Builders Ltd, Short St  
Macrae, B. H., cnr. Station Rd. and Kowhai St.  
McKenzie, C. and M. Ltd., Firth St.

## ARAWA BOOKSHOP

## BOOKSELLERS &amp; STATIONERS

BOOKS, MAGAZINES, GAMES, GREETING CARDS, FOUNTAIN PENS, STATIONERY, TOBACCO, CIGARETTES, ETC. AGENTS FOR HERALD. ADVERTISEMENTS RECEIVED  
ARAWA STREET, MATAMATA. Phone 7787

## Contd.—BUILDERS AND CONTRACTORS

Mason, L. and S., 19 Meura St.  
Meachem, C. J., 2 Tetley St.  
Percy, R., Waharoa Rd. West  
Persson and Arbuckle, 5 Matai Ave  
Rawhiti Builders, P.O. Box 179  
Stanley Construction Ltd., Firth St.  
Walker Bros, 74 Smith St.  
Tanner, R., 17 Tower Rd.  
Tarry, C. E., 6 Matai Ave  
Trower, A. A. Ltd, Mangawhero Rd  
Walker Bros., Puriri Place

## BUILDING MATERIAL SUPPLIERS

## ELLIS &amp; BURNAND BUILDING SUPPLIES LTD

REWA ST. PHONE 8145 (2 Lines)  
Timber Merchants and Joinery Manufacturers. Radiata pine, native timber, hardwoods, mouldings, joinery, Pinex hardboard and softboard, flush doors, marine plywood, builders' hardware, glass, roofing iron, Fibrolite, Gibralt board, fibreglass insulation, etc.

## TAUPO TOTARA TIMBER CO. LTD. (THE)

RAWHITI AVE. PHONE 8029  
HEAD OFFICE, BOX 190, PUTARURU  
Branches at Auckland, Hamilton, Cambridge, Tokoroa and Rotorua  
Dalgety NZ Ltd, Broadway  
Daltons Transport and Motors Ltd., Main Tauranga Rd., No. 3 R.D.

## Contd.—BUILDING MATERIAL SUPPLIERS

Ellis and Burnand Ltd, Rewa St  
McKenzie, C. and M. Ltd., Firth St.  
Matamata Glass and Joinery Ltd, 20 Waharoa Rd  
Parkinsons Building Stone Co. Ltd., Main Tauranga Highway  
Taupo Totara Timber Co. Ltd. (The), Rawhiti Ave.

## BUILDING SOCIETIES

Auckland Co-op. Terminating Building Society (Bell and Graham), Arawa St.  
Building Society (Western) (Smeaton, Gilbert and Blanchett), Arawa St.  
Northern Co-op. Building Society, (Noble & Lee), Arawa St

## BULK SPREADING CONTRACTORS

## MIDLAND GROUP

HEAD OFFICE: BOX 423, TAUPO  
BRANCH: MATAMATA RD, TIRAU  
PHONE: (Tirau) 557  
Bulk fertiliser spreading contractor  
air strip deliveries bulk storage. Live-stock and general carriers

## WEALLEANS, N. T. LTD.

MAIN RD., HINUERA  
P.O. BOX 39, MATAMATA  
PHONES: 754, 759 (Hinuera)  
RESIDENCE PH. 8083 (Matamata)  
Bulk Spreading Contractors. Suppliers of all Fertilisers. Agents for Atlantic Oil and Fuel for Farm Requirements



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Firth St. Box 44 Matamata







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HAMILTON — MATAMATA DAILY  
STATION ROAD MATAMATA BOX 52 PHONE 8741  
HAMILTON DEPOT: 83-149

**BULLDOZING CONTRACTORS**

Griffiths, D., 67 Smith St  
Matamata Carrying Co. Ltd., 22 Burwood Rd.  
Swap, J. Contractors Ltd., Rawhiti Ave.

**BUTCHERS**

Broadway Butchery Ltd, Broadway  
Cruss Roads Butchery Ltd., Tower Rd.  
Matamata Butchery, Broadway  
Super Value Supermarket, Arawa St.  
South  
Tappins Butchery and Delicatessen, Broadway  
Terrace Butchery, Firth St.

**CAFES—(See Restaurants)****CAKE SHOPS**

Matamata Bakeries, Broadway  
Quality Inn Cake Shop, Arawa St.

**CANVAS GOODS MANUFACTURERS**

Lynch, Tom, Arawa St  
Matamata Motor Trimmers, Hetana St.  
Simonsens Sports Ltd, Arawa St

**CARPET CLEANING SPECIALISTS**

Matamata Commercial Cleaners Ltd., Box 147  
Simpson's Flooring Service, Short St.

**CARPET DEALERS—RETAIL**

Catchpools Furnishings Ltd., Arawa St.  
Iles and Burgess Ltd., Broadway  
Interior Designs Ltd, Arawa St South  
Miles and Fielder Ltd., Broadway  
Waterson, D. and Co. Ltd., Broadway

**CARPET PLANNERS AND SEWERS**

Catchpools Furnishings Ltd., Arawa St.  
Iles and Burgess Ltd., Broadway  
Interior Designs Ltd, Arawa St South  
Miles and Fielder Ltd., Broadway  
Simpson's Flooring Service, Short St.

**CARRIERS**

**LUFF, W. H. LTD.**  
71 PERIA RD. PHONE 8290  
General Carriers and Livestock Transporters. Suppliers of sand and metal

## RAISHERS MATAMATA TRANSPORT LTD.

FIRTH ST. P.O. BOX 47. PH. 7719  
General Carriers and Furniture Removals. Daily freight service to Hamilton and Te Aroha

Phone 7714; Res. 8187; W. W. Coates 7107

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(W. J. SHARP)

W. W. COATES — Manager

QUALIFIED CHEMISTS AND DISPENSERS  
QUALITY COSMETICS — CAMERAS AND EQUIPMENT

ARAWA STREET, MATAMATA

BOX 186

**Contd.—CARRIERS**

Cullen, G., 27 Tamihana St.  
Daltons Transport and Motors Ltd., Main Tauranga Rd., No. 3 R.D.  
Edge, M. W., Station Rd.  
Lowrie, C. E., 15 Peria Rd.  
Luff, W. H. Ltd., 71 Peria Rd.  
Matamata Carrying Co. Ltd., 22 Burwood Rd.  
Raisers Matamata Transport Ltd, Firth St.  
Smith and Scholes, 7 Dawson St.  
Webb, G. R. and Son Ltd, 3 Dawson St

**CATERERS**

Ascot Lounge, Race Course, Burwood Rd  
Carousel Lounge, Catering & Reception, Broadway  
La Paloma, Broadway  
Mardi Gras, Broadway

**CATHOLIC SUPPLIES**

Barry and Hastings Ltd., Arawa St.

**CHAIN SAW IMPORTERS & DEALERS**

Dalgaty NZ Ltd, Broadway  
Farmers Co-op. Auctioneering Co. Ltd., Broadway  
Matamata Auto Electrical, Tui St  
Matamata Machinery Exchange Ltd., 7 Peria Rd.  
Ross Todd Motors Ltd, Firth St  
Wright, Stephenson and Co. Ltd., Broadway

**CHEMISTS—RETAIL**

Broadway Pharmacy Ltd., Broadway  
McSweeney's Pharmacy Ltd., Arawa St.  
Ross (Colin) Pharmacy Ltd., Arawa St.  
Sharps Pharmacy Ltd., Arawa St.

**CHINA, GLASSWARE—RETAIL**

Barry and Hastings Ltd., Arawa St.  
Dalgaty NZ Ltd, Broadway  
Farmers Co-op. Auctioneering Co. Ltd., Broadway  
Farmers Trading Co. Ltd., Tui St.  
Haworths Department Stores (Matamata) Ltd., Broadway  
Hazelwoods Foodmarket Ltd, Broadway  
Newton, King Ltd., Broadway

**CHIROPODISTS**

Gibbs, L. W. (visits), C/o Sharps Pharmacy Ltd., Arawa St.

**CHURCHES, RELIGIOUS ORGANISATIONS, ETC.—See Under "Ecclesiastical"****CLEANERS—COMMERCIAL**

DeLuxe Cleaning Service, Portsmith Place  
Matamata Commercial Cleaners Ltd., P.O. Box 147

**CLEANERS, PRESSERS AND DYERS—See Drycleaners****CLOTHING MANUFACTURERS**

Carson Manufacturing Co. Ltd., Rawhiti Ave.

**CLUBS (See Associations and Clubs)****CLUBS—CHARTERED**

Matamata Club (D. Lee), Arawa St.  
Matamata R.S.A. (H. W. Lucas), P.O. Box 200  
Workmens Club (S. Rowe), Arawa St.

**COFFEE BARS**

Elton Coffee Lounge, Arawa St.  
Manly Milk Bar (1962) Ltd., Broadway  
Maritza, Arawa St.

**COMPANY OFFICES**

Annaboe Holdings Ltd. (J. B. Christophers), Arawa St.  
Arawa Development Co-op. Ltd. (K. F. Newman), Arawa St.  
Brex Associates Ltd (Candy, Tappin and Co), Arawa St South  
Bur Properties Ltd (H. K. Holloway), Tui St  
Burwood Building Co. (Noble & Lee), Arawa St  
Cashmere Farms Ltd (H. K. Holloway), Tui St  
Diprose Farms Ltd (H. K. Holloway), Tui St  
Fawcett, Bruce Ltd (H. K. Holloway), Tui St  
Fitzell Contractors Ltd. (Smeaton, Gilbert and Blanchett), Arawa St.  
Hinuera Holdings Ltd. (Noble & Lee), Arawa St  
Hurlwood (Matamata) Ltd., (J. B. Christophers), Arawa St.  
Matamata Investments Ltd. (Smeaton, Gilbert and Blanchett), Arawa St.  
Matamata Metal Supplies (Candy, Tappin and Co), Arawa St South  
Matamata Sand Co. Ltd (Candy, Tappin and Co), Arawa St  
Mutual Services Ltd (Candy, Tappin and Co), Arawa St South  
N and C Properties Ltd (Candy, Tappin and Co), Arawa St South  
Okauia Land Co Ltd (H. K. Holloway), Tui St  
Piarere Farms Ltd. (J. B. Christophers), Arawa St.  
Rawhiti Holdings (H. K. Holloway), Tui St  
Richmond Buildings Ltd (Candy, Tappin and Co), Arawa St South  
Skelton, S. O. Ltd. (J. B. Christophers), Arawa St.  
Tainui Properties Ltd., (J. B. Christophers), Arawa St.  
Vinod Buildings (H. K. Holloway), Tui St  
Waikato Flying School, (Noble & Lee), Arawa St  
Wairere Farms Ltd. (J. B. Christophers), Arawa St.  
Walton Motors Ltd (Candy, Tappin and Co), Arawa St South  
Wharounga Farms Ltd (H. K. Holloway), Tui St

Bennison, R. J., 7 College St  
Waikato Diatube Drilling Service, 1 Dawson St

N.Z. National Creditmen's Assn. (A.P.) Ltd. (W. J. Smeaton), Arawa St.

Farmers Trading Co. Ltd., Tui St.  
Richardson and Edge Ltd., Arawa St.  
Staneley Cycles and Electrical, Arawa St.

Bedford Grill Rooms and Milk Bar, Arawa St. South  
Broadway Dairy, Broadway  
Carla Milk Bar (1960) Ltd, Arawa St  
Crystal Hot Springs Ltd., No. 1 R.D.  
Farmers Trading Co Ltd, Tui St  
Hampton Court Dairy, Firth St  
La Paloma, Broadway  
Manly Milk Bar (1962) Ltd., Broadway  
Opal Hot Springs and Motor Camp, No. 1 R.D.

Dorienne Lingerie, Arawa St.  
Hilliar, Frank Ltd., Arawa St.  
Jagger, N. and E. Ltd., Arawa St.  
Wilbert Marks Ltd., Broadway

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Farmers Trading Co. Ltd., Tui St.  
Richardson and Edge Ltd., Arawa St.  
Staneley Cycles and Electrical, Arawa St.

**COMPANY SECRETARIES**

Sullivan Fitch & Associates Ltd, Broadway

**CONCRETE CONTRACTORS**

Bennison, R. J., 7 College St  
Waikato Diatube Drilling Service, 1 Dawson St

**CONCRETE GOODS MANUFACTURERS**

Garlands Concrete Products Ltd., Mangawhero Rd.  
Lockes Concrete Products, Mangawhero Rd.

**CONCRETE POST MANUFACTURERS**

Garlands Concrete Products Ltd., Mangawhero Rd.  
Lockes Concrete Products, Mangawhero Rd.

**CONCRETE—READY MIXED**

Ready Mixed Concrete Ltd, Mangawhero Rd

**CONFECTIONERY—RETAIL (See Dairies, Milk Bars and Confectioners)****CONTRACTORS—GENERAL**

Bennison, R. J., 7 College St  
Daltons Transport and Motors Ltd., Main Tauranga Rd., No. 3 R.D.  
Griffiths, D., 67 Smith St  
Johnston, R. C. (Chain Saw), 21 Smith St  
Matamata Carrying Co. Ltd., 22 Burwood Rd.  
Smith and Scholes, 7 Dawson St.  
Swap, J. Contractors Ltd., Rawhiti Ave.

**CORSETRY—RETAIL**

Dorienne Lingerie, Arawa St.  
Hilliar, Frank Ltd., Arawa St.  
Jagger, N. and E. Ltd., Arawa St.  
Wilbert Marks Ltd., Broadway

**CREDIT PROTECTION AGENTS**

N.Z. National Creditmen's Assn. (A.P.) Ltd. (W. J. Smeaton), Arawa St.

**CYCLE DEALERS—RETAIL**

Farmers Trading Co. Ltd., Tui St.  
Richardson and Edge Ltd., Arawa St.  
Staneley Cycles and Electrical, Arawa St.

Bedford Grill Rooms and Milk Bar, Arawa St. South  
Broadway Dairy, Broadway  
Carla Milk Bar (1960) Ltd, Arawa St  
Crystal Hot Springs Ltd., No. 1 R.D.  
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Dorienne Lingerie, Arawa St.  
Hilliar, Frank Ltd., Arawa St.  
Jagger, N. and E. Ltd., Arawa St.  
Wilbert Marks Ltd., Broadway

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Farmers Trading Co. Ltd., Tui St.  
Richardson and Edge Ltd., Arawa St.  
Staneley Cycles and Electrical, Arawa St.

Bedford Grill Rooms and Milk Bar, Arawa St. South  
Broadway Dairy, Broadway  
Carla Milk Bar (1960) Ltd, Arawa St  
Crystal Hot Springs Ltd., No. 1 R.D.  
Farmers Trading Co Ltd, Tui St  
Hampton Court Dairy, Firth St  
La Paloma, Broadway  
Manly Milk Bar (1962) Ltd., Broadway  
Opal Hot Springs and Motor Camp, No. 1 R.D.

N.Z. National Creditmen's Assn. (A.P.) Ltd. (W. J. Smeaton), Arawa St.

Farmers Trading Co. Ltd., Tui St.  
Richardson and Edge Ltd., Arawa St.  
Staneley Cycles and Electrical, Arawa St.

Bedford Grill Rooms and Milk Bar, Arawa St. South  
Broadway Dairy, Broadway  
Carla Milk Bar (1960) Ltd, Arawa St  
Crystal Hot Springs Ltd., No. 1 R.D.  
Farmers Trading Co Ltd, Tui St  
Hampton Court Dairy, Firth St  
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Crystal Hot Springs Ltd., No. 1 R.D.  
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Staneley Cycles and Electrical, Arawa St.

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Broadway Dairy, Broadway  
Carla Milk Bar (1960) Ltd, Arawa St  
Crystal Hot Springs Ltd., No. 1 R.D.  
Farmers Trading Co Ltd, Tui St  
Hampton Court Dairy, Firth St  
La Paloma, Broadway  
Manly Milk Bar (1962) Ltd., Broadway  
Opal Hot Springs and Motor Camp, No. 1 R.D.

N.Z. National Creditmen's Assn. (A.P.) Ltd. (W. J. Smeaton), Arawa St.

**FRANK HILLIAR LTD.**

MENSWEAR — PHONE 8613

Ladieswear and Manchester Phone 8868  
General Drapers, Mercers, Outfitters, Dress Goods

ARAWA STREET BOX 190 MATAMATA

**DELICATESSENS**

Robbies Delicatessen, Broadway  
Super Value Supermarket, Arawa St.  
South  
Tappins Butchery and Delicatessen, Broadway

**DENTISTS**

Dental Clinic, Broadway  
Harris, G., Arawa St.  
Newitt, G. B., Arawa St.  
O'Sullivan, D. M., Broadway

**DEPARTMENT STORES**

Farmers Co-op. Auctioneering Co. Ltd., Broadway  
Farmers Trading Co. Ltd., Tui St.  
Haworths Department Stores (Matamata) Ltd., Broadway

**DIVING EQUIPMENT**

Sportsdiver, 10 Waharoa Rd

**DOORS—MANUFACTURERS**

McKenzie, C. and M. Ltd., Firth St.

**DRAINAGE CONTRACTORS**

Daltons Transport and Motors Ltd., Main Tauranga Rd., No. 3 R.D.  
Swap, J. Contractors Ltd., Rawhiti Ave.

**DRAINLAYERS**

Burr, Wm. L. Ltd, 12 Waharoa Rd  
Greenhalgh, A., 15 Tower Rd  
Lowrie, A. B. Ltd., Arawa St.  
McKenzie, H. N. and Sons, Firth St.  
Magan, Bruce Ltd, Comber St  
Swetman, A. G., 15 Western St.  
Walker, Allan, 9 Burwood Rd  
Watts, B. S., 5 Fitzgerald Ave.

**DRAPERS—RETAIL**

Farmers Trading Co. Ltd., Tui St.  
Hilliar, Frank Ltd., Arawa St.  
Jagger, N. and E. Ltd., Arawa St.  
Wallace Supplies Ltd, Arawa St.  
Wilbert Marks Ltd., Broadway

**DRESS AND LADIESWEAR RETAILERS**

Fashion Casuals Broadway  
Hilliar, Frank Ltd., Arawa St.  
Jagger, N. and E. Ltd., Arawa St.  
La Fayette (Matamata) Ltd., Arawa St.  
Orchid Gowns and Florists, Arawa St.  
South  
Saffron, Broadway  
Wilbert Marks Ltd., Broadway

**DRESS FABRIC SPECIALISTS**

Jagger, N. and E. Ltd., Arawa St.  
Toomey's Fabric Centre Ltd., Arawa St.  
Wilbert Marks Ltd., Broadway

**DRILLING CONTRACTORS**

Waikato Diatube Drilling Service, 1 Dawson St.

**DRYCLEANERS**

Sincerity Dry Cleaners, Arawa St.

**EARTHWORK CONTRACTORS**

Daltons Transport and Motors Ltd., Main Tauranga Rd.  
Griffiths, D., 67 Smith St

**ECCELESIASTICAL**

All Saints Anglican, Cnr. Broadway and Hohaia St.  
Church of Christ, Peria Rd.  
Gospel Hall, Meura St  
Matamata Methodist Church, Broadway  
St. Andrews Presbyterian Church, Meura St.  
St. Joseph's Catholic Church, Hohaia St.

**EDUCATIONAL**

Matamata College Board of Governors (Smeaton, Gilbert and Blanchett), Arawa St.

**ELECTRIC LIGHTING CONSULTANTS (See Lighting Consultants)****ELECTRIC MOTORS**

Graham and Kosoof, Arawa St.  
Kosoof, Brian, Broadway  
Matamata Machinery Exchange Ltd., 7 Peria Rd.  
Tong, W. A. Ltd, Arawa St

**ELECTRIC POWER SUPPLIES**

Thames Valley Electric Power Board, Firth St.

**ELECTRIC RANGES**

Tong, W. A. Ltd, Arawa St

**ELECTRICAL APPLIANCES—RETAIL—See Home Appliances—Retail****ELECTRICAL CONTRACTORS**

## BARRIE WILSON ELECTRICIANS LTD.

PERIA ROAD PHONE 7545  
P.O. Box 139

Electrical contractors. Installations and maintenance heating systems. Suppliers of stoves and appliances

## KING, MERVYN

62 BURWOOD ROAD. PHONE 7578  
All Electrical Installations and Maintenance Undertaken. Suppliers of Refrigerators and Stoves, etc

## MALCOLM, GEORGE ELECTRICAL LTD.

84 SMITH ST. PHONE 7932  
Electrical Contractor. All Classes of Installations Maintenance and Repairs

## MITCHELL, GRAHAM

4 GORDON TCE. PHONE 8245  
Electrical Installations and Repairs. Suppliers of Electric Stoves, Dairy Heaters, Electric Motors and Fluorescent Fittings. (We Service What We Sell)

King, Mervyn, 62 Burwood Rd  
Malcolm, George Electrical Ltd., 64 Smith St.  
Mitchell, Graham, 4 Gordon Ter.

Tong, W. A. Ltd, Arawa St  
Wilson, Barrie Electricians Ltd, Peria Rd  
Wrigley, A. C. (Matamata) Ltd., 3 George St.

**ELECTROPLATERS**

Melton, R. J., Huia St.

**ENGINE RECONDITIONERS**

Matamata Automotive Ltd, Rawhiti Ave

**ENGINEERS—GENERAL AND MECHANICAL**

Cowling Bros., Broadway  
Curtis Machinery Service Ltd, Arawa St  
Daltons Transport and Motors Ltd., Main Tauranga Rd., No. 3 R.D.  
Matamata Engineering Ltd, Mangawhero Rd  
Matamata Machinery Exchange Ltd., 7 Peria Rd.  
Pearson Engineering Ltd, Firth St

**ENGINEERS—HEATING AND VENTILATING**

Burr, Wm. L. Ltd, 12 Waharoa Rd  
Lowrie, A. B. Ltd, Arawa St  
Walker, Allan, 9 Burwood Rd

**ENGINEERS—PRECISION**

Matamata Automotive Ltd, Rawhiti Ave

**ENGINEERS—STRUCTURAL & FABRICATING**

Matamata Engineering Ltd, Mangawhero Rd  
Matamata Machinery Exchange Ltd., 7 Peria Rd.  
Pearson Engineering Ltd, Firth St  
Tidmarsh, P. L., Burwood Rd

**ENGINEERS—STRUCTURAL DESIGNING**

Curtis Machinery Service Ltd, Arawa St

**ENGINEERS—WATER**

Martin, J. H. Ltd., 9 Station Rd.

**ENGRAVERS—JEWELLERY**

Coxhead, T. K. Jewellers Ltd., Broadway

**FANCY GOODS DEALERS**

Barry and Hastings Ltd., Arawa St.</



**FURNITURE PACKERS AND REMOVERS**  
Raishers Matamata Transport Ltd, Firth St  
Webb, G. R., 3 Dawson St.

**GARDEN SUPPLIES**  
Garden Supplies Ltd., Broadway  
Knox Floral & Garden Centre, Broadway  
Ruapehu Nursery Shop, Broadway

**GIFT SHOPS**  
Berry and Hastings Ltd., Arawa St.  
Bella Boutique, Broadway  
Haworths Department Stores (Matamata) Ltd., Broadway

**GLASS BEVELLERS**  
Booth and Chapman (Matamata) Ltd.,  
cnr. Broadway and Arawa St.

**GLASS MERCHANTS AND GLAZIERS**

**MATAMATA GLASS AND JOINERY LTD.**  
20 WAHAROA RD PHONE 7338  
Glass Stockists and Glazing Specialists for Buildings, Cars, Boats and Caravans  
Booth and Chapman (Matamata) Ltd., Arawa St. South  
Ellis and Burnand Ltd, Rewa St  
McKenzie, C. and M. Ltd., Firth St.  
Matamata Glass and Joinery Ltd, 20 Waharoa Rd

#### GOVERNMENT DEPARTMENTS

Agricultural Dept., Tui St.  
Courthouse, Tui St.  
Health Department, Tui St.  
Ministry of Works, Electrical Sub-Station, Tower St.  
N.Z. Road Services, C/o Railway Stn.  
Police Station, Tui St.  
Post Office, Arawa St.  
Public Trust Office, Tui St.  
Transport Department, Tui St.

#### GRAIN AND SEED MERCHANTS

Dalgety NZ Ltd, Broadway  
Farmers Co-op. Auctioneering Co. Ltd., Broadway  
Farmers Trading Co. Ltd., Tui St.  
Newton, King Ltd., Broadway  
Wallace Supplies Ltd., Arawa St.  
Wright, Stephenson and Co. Ltd., Broadway

**GRAVEL, SAND AND SHINGLE SUPPLIES**  
Daltons Transport and Motors Ltd., Main Tauranga Rd., No. 3 R.D.  
Luff, W. H. Ltd., 71 Peria Rd.  
Matamata Carrying Co. Ltd., 22 Burwood Rd.

Matamata Metal Supplies Ltd, 5 West-ern St  
Matamata Sand Co Ltd, Puketutu Rd  
Smith and Scholes, 7 Dawson St.  
Swap, J. Contractors Ltd., Rawhiti Ave  
Webb, G. R., 3 Dawson St.

#### GROCERS

**ROBINSON, GEO. LTD.**  
FOUR SQUARE  
CNR. FIRTH ST. & STATION RD.  
PHONE 7583  
Grocery and Provision Merchants.  
N.Z. Wines, Frozen Foods, Household Hardware, Fruit, Vegetables and Daily Delivery. No Parking Worries

College Foodmarket, Smith St  
Farmers Co-op. Auctioneering Co. Ltd., Broadway  
Farmers Trading Co. Ltd., Tui St.  
Hancocks Foodmarket Ltd., Tower Rd.  
Hazelwoods Foodmarket Ltd, Broadway  
Robinson, Geo. Ltd., Cnr. Firth St. and Station Rd.  
Shoprite Foodstores, Arawa St  
Super Value Supermarket, Arawa St.  
South  
Wallace Supplies Ltd., Arawa St.  
Waring, T. and J. Ltd, Broadway

#### HAIRDRESSERS—MENS

Dalziel, T., Broadway  
Harris, Ray, Broadway  
Holmes, Don  
McVinnie, Keith, Arawa St

#### HALLS

Fire Brigade Hall, Peria Rd.  
Masonic Hall, Elizabeth St.  
Matamata Rugby Football Club Hall,  
Coomber St  
Memorial Centre Hall, Tainui St.  
St. John Ambulance Hall, Arawa St  
St. Josephs School Hall, Hohaia St  
Scout and Guides Hall, Broadway

#### HARDWARE DEALERS—RETAIL

**ELLIS & BURNAND BUILDING SUPPLIES LTD**  
REWA ST PHONE 8145 (2 Lines)  
Timber Merchants and Joinery Manufacturers. Radiata pine, native timber, hardwoods, mouldings, joinery, Pinex hardboard and softboard, flush doors, marine plywood, builders' hardware, glass, roofing iron, Fibrolite, Gibralt board, fibreglass insulation, etc.

Bond and Bond Ltd., Arawa St.  
Dalgety NZ Ltd, Broadway  
Farmers Co-op. Auctioneering Co. Ltd., Broadway  
Farmers Trading Co. Ltd., Tui St.  
Haworths Department Stores (Matamata) Ltd., Broadway  
Hazelwoods Foodmarket Ltd, Broadway  
McKenzie, C. and M. Ltd., Firth St.  
Newton, King Ltd., Broadway  
Super Value Supermarket, Arawa St.  
South  
Taupo Totara Timber Co. Ltd., Rawhiti Ave.  
Waikato Farmers Traders Society Ltd, Tainui St  
Wallace Supplies Ltd., Arawa St.  
Wright, Stephenson and Co. Ltd., Broadway

#### HEATING EQUIPMENT

King, Mervyn, 62 Burwood Rd  
Magan, Bruce Ltd, Comber St  
Walker, Allan, 9 Burwood Rd

#### HOME APPLIANCES—RETAIL

Bond and Bond Ltd, Arawa St.  
Dalgety NZ Ltd, Broadway  
Farmers Co-op. Auctioneering Co. Ltd., Broadway  
Farmers Trading Co. Ltd., Tui St.  
Fleming, C. J. Ltd., Broadway  
Haworths Department Stores (Matamata) Ltd., Broadway  
Matamata Machinery Exchange Ltd., Peria Rd

Marrison, A. T. Ltd., Broadway  
Muir's Radio and Telecommunications Ltd., Arawa St.  
Newton, King Ltd., Broadway

**HORSE AND COW COVER MANUFACTURERS**  
Lynch, Tom, Arawa St.  
Matamata Motor Trimmers, Hetana St.

#### HOSPITALS—NURSES, ETC.

Raeseide Private Hospital, Hinuera Rd.  
District Health Nurse, 2 Barnard St.  
Matamata Public Hospital, Elizabeth St.  
Plunket Rooms, Hetana St.

#### HOSTELS

N.Z. Dairy Co-op. Co.'s Hostel, Farmers Rd

#### HOTELS—LICENSED

Matamata Hotel Ltd., Arawa St. Extn.

#### HOTELS—PRIVATE

Hotel Braeburn, Firth St.

#### INSURANCE AGENTS

**NEW ZEALAND INSURANCE CO. LTD.**  
ALSO  
**N.Z. INSURANCE (LIFE & GENERAL) CO. LTD.**  
TUI BUILDING, TUI ST  
P.O. BOX 171  
PHONE: (Bus.) 8564; (Res.) 7494  
District Rep. S. Lott

#### Contd.—INSURANCE AGENTS

Automobile Association Auckland Inc., (N.I.M.U.) Broadway  
Banks, J. B. (National Ins.), Broadway  
Bell and Graham (I.O.A. Ins.), Arawa St.  
Bell, R. J. (Eagle Star), Broadway  
Candy, Tappin and Co (London and Lancashire Ins.), Arawa St South  
Catchpoles Furnishings Ltd. (North British and Mercantile), Arawa St.  
Christophers, J. B. (Royal Exchange), Arawa St.  
Cleaver Motors Ltd. (General), Tainui St.  
Cotter, B. P. (Govt Life), Broadway  
Cowling Bros. Ltd. (Royal), Broadway  
Cullen, Ian Motors Ltd (Primary Industries Ins.), Cnr Peria & Waharoa Rds  
Dalgety NZ Ltd (Dominion Life and Union), Broadway  
Daltons Transport and Motors Ltd. (Sun), Main Tauranga Rd., No. 3 R.D.  
Edmonds, Wilson & Marshall, (Norwich Union & South British), Arawa St  
Farmers Co-op. Auctioneering Co. Ltd. N.Z. and Producers and Citizens Co-op.), Broadway  
Fulton & Green, (Prudential), Broadway  
Green, Bryon (NZ Ins and National Mutual), Broadway  
Henry, G. W. Steel Construction Co. Ltd. (Lombard Ins. Co. Ltd.), Arawa St.  
Holloway, H. K. (National Ins), Tui St.  
Larkin, R. J. (Atlas), Arawa St North  
Lee, David S. (Alliance Assurance), Broadway  
McKenzie, C. and M. Ltd. (National Insurance), Firth St.  
McKenzie, H. N. and Sons Ltd. (Guardian Assur.), Firth St.  
Matamata International Travel Ltd. (F.A.M.E. Ins.), Broadway  
Matamata Machinery Exchange Ltd. (British Traders), 7 Peria Rd.  
Mills, N. D. (Dominion Life), 2 Allenby Rd  
Newman, K. F., (A.M.P. Fire & General), Arawa St  
Newton King Ltd. (Provident Life Ass. and Phoenix), Broadway  
Noble & Lee, (Sun Alliance Assurance), Arawa St  
Richardson and Edge Ltd (NZ Ins), Arawa St  
Richardson, J. V., (State Ins.) Broadway  
Robertson, A. W. (A.M.P.), Waharoa Rd.  
East  
Samsom, Eric, (M.L.C. Assur.) P.O. Box 226  
Schofield, Petersen & Gould (NZ Ins.), B.N.Z. Bldg, Arawa St  
Seabrook Fowlds Ltd. (N.Z. Insurance), Broadway  
Slade Anderson Motors Ltd. (General Insurance Co.), Broadway  
Smeaton, Gilbert and Blanchett (General Accident and Fire and Life), Arawa St  
Stanley Construction Ltd. (National), Firth St.  
Sullivan, Fitch & Associates Ltd (National Mutual Life), Broadway  
Welham, Edmonds and Wilson (Norwich Union), Arawa St.  
Wright, Stephenson and Co. Ltd. (N.Z.), Broadway

**Contd.—INSURANCE COMPANIES**  
**LIVERPOOL & LONDON & GLOBE INSURANCE CO. LTD.**  
**LONDON & LANCASHIRE INSURANCE CO. LTD.**  
**AUSTRALIAN ALLIANCE ASSURANCE CO. LTD.**  
ARAWA STREET SOUTH  
P.O. BOX 95. PHONE 7088  
Resident Inspector: P. J. McCURDY  
PHONE 6108  
**SOUTH BRITISH INSURANCE CO. LTD. (THE)**  
**SOUTH BRITISH LIFE ASSURANCE CO. LTD.**  
**FARMERS CO-OP INSURANCE ASSN. OF (NZ) LTD**  
**UNITED INSURANCE CO. LTD.**  
RESIDENT INSPECTOR: D. B. DEAN  
Local Office: ARAWA ST. SOUTH  
PHONE 6122 & 8134  
P.O. Box 81  
**STATE INSURANCE OFFICE**  
GORRIE & RICHARDSON LTD.  
BROADWAY. PHONE 8850  
P.O. BOX 99  
See advertisement UBD Home Edition  
Australian Alliance Assurance Co., Salisbury Bldg., Tui St.  
Farmers Co-op Insurance Co. Ltd. (The), Tetley St  
London and Lancashire Insurance Co. Ltd., Salisbury Bldg., Tui St.  
N.Z. Insurance Co. Ltd. (The), Tui Bldgs., Tui St.  
Royal Insurance Group, Arawa St. South  
South British Insurance Co Ltd (The), Tetley St  
South British Life Assurance Co Ltd, Arawa St  
State Insurance Office, Broadway  
**INTERIOR DECORATORS**  
**INTERIOR DESIGNS LTD.**  
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ALSO AT 81 DEVONPORT RD, TAURANGA. PHONE: (Tauranga) 85-558  
Architectural Draughtsmen, Interior Designers, Soft Furnishers, Exclusive Furniture, Flooring Suppliers and Contractors  
Interior Designs Ltd., Arawa St. Sth.

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**ROYAL-GLOBE LIFE ASSURANCE CO. LTD.**  
**ROYAL INSURANCE CO. LTD.**

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**COXHEAD, T. K. JEWELLERS LTD.**  
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Coxhead, T. K. Jewellers Ltd., Broadway  
Edwards, O. W. Ltd., Arawa St.  
White, D. W., Broadway  
**JOINERY MANUFACTURERS**  
**ELLIS & BURNAND BUILDING SUPPLIES LTD**  
REWA ST PHONE 8145 (2 Lines)  
Timber Merchants and Joinery Manufacturers. Radiata pine, native timber, hardwoods, mouldings, joinery, Pinex hardboard and softboard, flush doors, marine plywood, builders' hardware, glass, roofing iron, Fibrolite, Gibraltar board, fibreglass insulation, etc.

**MATAMATA GLASS AND JOINERY LTD.**  
20 WAHAROA RD. WEST. PHONE 7338  
All classes of Joinery, Sashes and Doors, Kitchen Fittings, Shop and Office Fittings, Glazing, Stockists of Pinex flush doors and builders' hardware  
Ellis and Burnand Ltd, Rewa St.  
McKenzie, C. and M. Ltd., Firth St.  
Matamata Glass and Joinery Ltd, 20 Waharoa Rd  
Stanley Construction Ltd., Firth St.  
Taupo Totara Timber Co. Ltd., Rawhiti Ave.  
**JUSTICES OF THE PEACE**  
Anderson-Bak, R., 88 Smith St  
Aoske, W., Okauia, R.D.1  
Bates, A. R., 47 Farmers Rd.  
Blake, T. N., 2 College St.  
Carmichael, K. A., 18 Miro St.  
Dee, P., Tamihana St.  
Duxfield, G. F., Gladstone Rd.  
Edwards, O. W., Arawa St.  
Gaskell, T. F., R.D. 2  
Gouk, K. M., Tower Rd.  
Hollis, W. J., Burwood Rd  
Holloway, H. K., Gordon Terrace  
Kirkness, E. W. E., Tamihana St  
Le Prou, V. E., 4 Central St.  
McGuire, Mrs V., R.D. 1  
Magon, S., Firth St  
Mason, Helen Mrs, M.B.E., Meura St  
Miles, M. E., Broadway  
Sharp, W. J. G., 1 Mangawhero Rd.  
Smeaton, W. J. C., Arawa St  
Stanley, E. T., Waharoa Rd.  
Tisch, W. B., R.D. 2  
**KILN DRIED TIMBER**  
**TAUPO TOTARA TIMBER CO. LTD. (THE)**  
RAWHITI AVE. PHONE 8029  
HEAD OFFICE: BOX 190, PUTARURU  
Branches at Auckland, Hamilton, Cambridge, Tokoroa and Rotorua

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Dorienne Lingerie, Arawa St.  
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Hilliar, Frank Ltd., Arawa St.  
Jagger, N. and E. Ltd., Arawa St.  
Jenkins, Laurie, Arawa St.  
Wilbert Marks Ltd., Broadway  
**INVESTMENT COMPANIES**  
Arawa Development Corporation Ltd, c/o K. F. Newman, Arawa St.  
Simcan Investments Ltd (Candy Tappin & Co.), Arawa St South  
**IRON AND STEEL MERCHANTS**  
Pearson Engineering Ltd, Firth St  
**JEWELLERS AND WATCHMAKERS**  
**COXHEAD, T. K. JEWELLERS LTD.**  
BROADWAY. PHONE 8879  
Jewellers and Watch Makers. Quality Watches and Clocks. Omega Agents  
Coxhead, T. K. Jewellers Ltd., Broadway  
Edwards, O. W. Ltd., Arawa St.  
White, D. W., Broadway  
**JOINERY MANUFACTURERS**  
**ELLIS & BURNAND BUILDING SUPPLIES LTD**  
REWA ST PHONE 8145 (2 Lines)  
Timber Merchants and Joinery Manufacturers. Radiata pine, native timber, hardwoods, mouldings, joinery, Pinex hardboard and softboard, flush doors, marine plywood, builders' hardware, glass, roofing iron, Fibrolite, Gibraltar board, fibreglass insulation, etc.

**INVESTMENT COMPANIES**  
Arawa Development Corporation Ltd, c/o K. F. Newman, Arawa St.  
Simcan Investments Ltd (Candy Tappin & Co.), Arawa St South  
**IRON AND STEEL MERCHANTS**  
Pearson Engineering Ltd, Firth St  
**JEWELLERS AND WATCHMAKERS**  
**COXHEAD, T. K. JEWELLERS LTD.**  
BROADWAY. PHONE 8879  
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**ELLIS & BURNAND BUILDING SUPPLIES LTD**  
REWA ST PHONE 8145 (2 Lines)  
Timber Merchants and Joinery Manufacturers. Radiata pine, native timber, hardwoods, mouldings, joinery, Pinex hardboard and softboard, flush doors, marine plywood, builders' hardware, glass, roofing iron, Fibrolite, Gibraltar board, fibreglass insulation, etc.

**KNITTED GOODS AND KNITTING SUPPLIES**  
Rosearn Haberdashery and Wool Bar, Broadway Plaza  
Wilbert Marks Ltd., Broadway  
Wool Shop, The, Arawa St. South  
**KNITTED GOODS MANUFACTURERS**  
Fashion Casuals, Broadway  
**KNITTING MACHINES**  
Dalgety NZ Ltd, Broadway  
**LAUNDRIES**  
**NZTS SERVICES (WAIKATO) LTD**  
KENT ST, FRANKTON, HAMILTON  
P.O. BOX 5004, FRANKTON  
PHONE 76-005 (Hamilton)  
Industrial and commercial laundries, Streamliner towel cabinets and work-wear rental service. Star linen hotel and motel rental. Suppliers of "Dust-rol" cleaning equipment  
**LAWN MOWER SPECIALISTS**  
Bond and Bond Ltd., Arawa St.  
Dalgety NZ Ltd, Broadway  
Farmers Trading Co. Ltd., Tui St.  
Lawnmower Repair Service, Firth St  
Matamata Auto Electrical, Tui St.  
Matamata Machinery Exchange Ltd., 7 Peria Rd.  
Richardson and Edge Ltd., Arawa St.  
Wright, Stephenson and Co. Ltd., Broadway  
**LEATHER GOODS DEALERS**  
Haworths Department Stores (Matamata) Ltd., Broadway  
Newton, King Ltd., Broadway  
NMA Company of New Zealand Limited, Firth St  
Simonsens Sports Ltd, Arawa St  
**LIBRARIES—LENDING**  
Arawa Bookshop, Arawa St.  
Haworths Department Stores (Matamata) Ltd., Broadway  
**LIBRARIES—PUBLIC**  
Matamata Public Library, Tui St  
**LIGHTING CONSULTANTS**  
Tong, W. A. Ltd., Arawa St  
**LINEN RETAILERS**  
Lamb, J. and J., Arawa St  
Miles and Fielder Ltd., Broadway  
**LINGERIE RETAILERS**  
Dorienne Lingerie, Arawa St.  
Fashion Casuals, Broadway  
Hilliar, Frank Ltd., Arawa St.  
Jagger, N. and E. Ltd., Arawa St.  
La Fayette (Matamata) Ltd., Arawa St.  
Williams, Vic Ltd., Broadway  
**LIVESTOCK TRANSPORTERS**  
Luff, W. H. Ltd., 71 Peria Rd.  
Webb, G. R. and Son Ltd, 3 Dawson St  
**LOCAL BODIES**  
Matamata Borough Council, (F. Wood), Tui St  
Matamata Domain Board, (F. Wood), Tui St  
Matamata Urban Fire Authority, (F. Wood), Tui St  
Matamata Volunteer Fire Brigade (J. C. Bush), Peria Rd.  
Thames Valley Electric Power Board  
**MATERNITY WEAR—RETAIL**  
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Dixon, Dr. G. K., Tainui St  
Harreaves, Dr J. E., Tainui St.  
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Hilliar, Frank Ltd, Arawa St  
Jagger, N. and E. Ltd., Arawa St.  
Jenkins, Laurie, Arawa St.  
Wilbert Marks Ltd., Broadway

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Wilbert Marks Ltd., Broadway  
Wool Shop, The, Arawa St. South  
**KNITTED GOODS MANUFACTURERS**  
Fashion Casuals, Broadway  
**KNITTING MACHINES**  
Dalgety NZ Ltd, Broadway  
**LAUNDRIES**  
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P.O. BOX 5004, FRANKTON  
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Matamata Auto Electrical, Tui St.  
Matamata Machinery Exchange Ltd., 7 Peria Rd.  
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Miles and Fielder Ltd., Broadway  
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Hollis, W. J., Burwood Rd  
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Hollis, W. J., Burwood Rd  
Holloway, H. K., Gordon Terrace  
Kirkness, E. W. E., Tamihana St  
Le Prou, V. E., 4 Central St.  
McGuire, Mrs V., R.D. 1  
Magon, S., Firth St  
Mason, Helen Mrs, M.B.E., Meura St  
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Ross, Todd Motors Ltd, Firth St.  
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Matamata County Mail, Arawa St  
Matamata Printing and Publishing Co. Ltd., Arawa St. Extn.

**PUMP MANUFACTURERS & SPECIALISTS**

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Jobe, J. S. (Jim) Ltd, Arawa St South  
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PHONES: 8531; After Hours. J. B. Banks, 7887; E. McGarvie, 8901  
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Beazley Homes Representative

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Farmers Co-op. Auctioneering Co. Ltd., Broadway  
Holmes, Dick Ltd., Arawa St. South  
Newton, King Ltd., Broadway  
Richardson, J. V., Broadway  
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**MATAMATA REFRIGERATION SERVICES LTD.**  
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Farmers Co-op. Auctioneering Co. Ltd., Broadway  
Farmers Trading Co. Ltd., Tui St.  
Fleming, C. J. Ltd., Broadway  
Matamata Refrigeration Services Ltd., Tui St.  
Morrison, A. T. Ltd., Broadway  
Muir's Radio and Telecommunications Ltd., Arawa St.  
Newton King Ltd., Broadway

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Seabrook Fowlds Ltd., Broadway

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Bedford Grill Rooms and Milk Bar, Arawa St. South  
Carla Milk Bar (1960) Ltd., Arawa St.  
Eperanto, Broadway  
Farmers Co-op. Auctioneering Co Ltd, Broadway  
La Paloma, Broadway  
Main Milk Bar 1962 Ltd., Broadway  
Maritza, Arawa St.

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Daltons Transport and Motors Ltd., Main Tauranga Rd., No. 3 R.D.  
Swap, J. Contractors Ltd., Rawhiti Ave.

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McKenzie, C. and M. Ltd., Firth St.

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Barry and Hastings Ltd., Arawa St.  
Matamata County Mail, Arawa St.

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Matamata Skins and Hides, Firth St

**SADDLE AND HARNESS MAKERS**

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ARAWA ST. PHONE 6194  
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Simonsens Sports Ltd, Arawa St

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McKenzie, C. and M. Ltd., Firth St.  
Richardson and Edge Ltd., Arawa St.

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Firth Primary School, Station Rd.  
Matamata College, Hinuera Rd.  
Matamata Intermediate School, Smith St.  
Matamata Kindergarten, Mills Cres.  
Matamata Primary School, Broadway  
St. Josephs Convent School, Hohaia St  
St. Josephs School, Hohaia St

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Matamata Skins and Hides, Firth St

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Pram House, The, Broadway

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Noble & Lee, Arawa St

**SHEEP DIP MERCHANTS**

Dalgely NZ Ltd, Broadway  
Farmers Co-op. Auctioneering Co. Ltd., Broadway  
Newton, King Ltd., Broadway  
NMA Company of New Zealand Limited, Firth St  
Wright, Stephenson and Co. Ltd., Broadway

**SHEEP SHEARING MACHINERY**

Wright, Stephenson and Co. Ltd., Broadway

**SHEET METAL WORKERS**

Burr, Wm. L. Ltd, 12 Waharoa Rd  
Lowrie, A. B. Ltd., Arawa St.

**SHIP CHANDLERS**

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**SHIPPING AGENTS**

Dalgely NZ Ltd, Broadway  
Farmers Co-op. Auctioneering Co. Ltd., Broadway  
Matamata International Travel, Broadway  
NMA Company of New Zealand Limited, Firth St

**SHOP AND OFFICE FITTERS**

McGrail, R. J., Short St.  
McKenzie, C. and M. Ltd., Firth St.  
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Mellor, Bob Signs, Tui St

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**SKINS AND HIDES DEALERS**

Matamata Skin and Hides, Firth St

**SLOTTED ANGLE MERCHANTS**

Matamata Machinery Exchange Ltd., Peria Rd.

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Richardson and Edge Ltd., Arawa St.  
Simonsens Sports Ltd, Arawa St

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Fashion Casuals, Broadway  
Hilliar, Frank Ltd., Arawa St.  
Wilbert Marks Ltd., Broadway

**SPRAYS—INDUSTRIAL**

Totley and Lloyd Ltd., 51 Peria Rd.

**STATIONERS—COMMERCIAL**

Barry and Hastings Ltd, Arawa St

**STOCK AND STATION AGENTS**

Dalgely NZ Ltd, Broadway  
Farmers Co-op. Auctioneering Co. Ltd., Broadway  
Newton, King Ltd., Broadway  
NMA Company of New Zealand Limited, Firth St  
Wright, Stephenson and Co. Ltd., Broadway

**STATIONERS—COMMERCIAL**

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**STOCK AND STATION AGENTS**

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Farmers Co-op. Auctioneering Co. Ltd., Broadway  
Newton, King Ltd., Broadway  
NMA Company of New Zealand Limited, Firth St  
Wright, Stephenson and Co. Ltd., Broadway

**STATIONERS—COMMERCIAL**

Barry and Hastings Ltd, Arawa St

**STOCK AND STATION AGENTS**

Dalgely NZ Ltd, Broadway  
Farmers Co-op. Auctioneering Co. Ltd., Broadway  
Newton, King Ltd., Broadway  
NMA Company of New Zealand Limited, Firth St  
Wright, Stephenson and Co. Ltd., Broadway

**STONEMASONS**

Donovan, Graeme, Ratcliffe St.  
Greenwell, Les Ltd, 30 Burwood Rd  
Parkinsons Building Stone Co. Ltd., Main Tauranga Highway

**SUPERMARKETS**

Matamata Supermarket (1969) Ltd, Arawa St

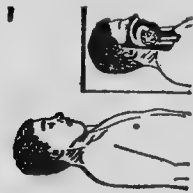
**SURVEYORS—REGISTERED**

Barr, John, 14 Marchant St, Putaruru  
Phone 8153 (Putaruru)  
Matamata Branch: Broadway  
Road Engineer and Town Planner  
Matheson, G. R., M.S.I.N.Z.  
Tel. 1510, Te Aroha P.O. Box 136, Te Aroha  
Associated with D. N. Boak and Partners, Consulting Engineers



# RESCUE BREATHING FOR ADULTS

**DROWNING. ELECTRIC SHOCK. SMOTHERING. CHOKING. SMOKE SUFFOCATION.**  
**DRUG OVERDOSE. GAS POISONING.**



Place the victim on his back and begin rescue breathing. Your first blowing efforts will show if his air passages are blocked and, if they are clear, will provide the urgently needed oxygen. If his throat is blocked, clear it quickly with your fingers. Slaps between the shoulder blades should dislodge a stubborn blockage.



Rescue breathing through the patient's nose is less likely to force air into his stomach. If his nose is blocked, however, try rescue breathing through his mouth.

Make the first 5 to 10 breaths deep and rapid. Then continue with 10 to 15 breaths a minute. When he starts trying to breathe for himself, keep your breaths in time with his efforts.



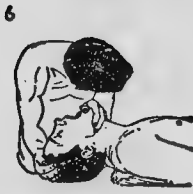
In an unconscious person with his head slumped, the tongue blocks the throat and little or no air can get into his lungs (fig. 1). Lift his neck and tilt his head right back (fig. 2) —halfway tilt is not enough—and he may start breathing for himself. If he does not, start rescue breathing.



Holding the head fully tilted with chin pulled forward, take a deep breath, open your mouth wide (fig. 3) and seal your lips on his cheeks around his nose, keeping his mouth closed and taking care not to pinch his nostrils (fig. 4).



Then blow until you see his chest rise. If you are rescue breathing through his mouth, seal your lips round his opened mouth, blocking his nostrils with your cheek (fig. 5) — or pinching them with your fingers — to prevent air leakage.



Remove your mouth and listen to him breathing out through mouth and nose — while you are taking another breath (fig. 6). Inflate his lungs again as soon as he has breathed out.

## BEGIN AT ONCE — DELAY MAY BE FATAL

Don't waste time by feeling the victim's pulse, finding equipment, moving him, going for help, getting to shore. Only a short time without oxygen can cause serious damage to the brain.

The air you breathe is not "spent". It contains enough oxygen to save a person's life. His oxygen needs are met and his carbon dioxide adequately eliminated by rescue breathing. If you breathe twice as deeply as usual, your exhaled breath contains more than enough oxygen for an adult victim.

Stop each inflation as you see the patient's chest expand. Air blown into the stomach may decrease the blood returning to the heart and cause vomiting. Excess air may be removed by gentle pressure, but emptying air too frequently can cause liquids to be regurgitated up into the throat, where they can be inhaled. Steady and not too forceful breaths will avoid the sudden blast of air into the throat which opens the gullet.

## DANGER SIGNS

No breathing movements; blueness of tongue, lips and fingernails, indicating lack of oxygen in the blood and need of help with breathing. Even if you are in doubt, begin rescue breathing immediately.

### Contd.—TRAVEL AGENTS

Associated Travel Agencies Ltd, Matamata Travel Centre, Broadway  
 Dalgety NZ Ltd, Broadway  
 Farmers Co-op. Auctioneering Co. Ltd., Broadway  
 Midland Edwards Coachlines Ltd, Broadway  
 NMA Company of New Zealand Limited, Firth St

### TRAVEL GOODS MANUFACTURERS

Richardson and Edge Ltd, Arawa St

### TRUSTEES AND EXECUTORS

Public Trust Office, Tui St.

### TRUSTS AND TRUST BOARDS

Braeside Hospital Trust, (R. Fulton), Broadway  
 Pohlen Hospital Trust Board (J. B. Christophers), Arawa St

### TYRE DEALERS AND REPAIRERS

Baigent, H. G. Motors (Matamata) Ltd., Firth St.  
 Cleaver Motors Ltd., cnr. Tui and Tainui Sts.  
 Cowling Bros. Ltd., Broadway  
 Cross Roads Tyre Service Ltd., Tower Rd.  
 Cullen, Ian Motors Ltd, cnr Peria & Waharoa Rds  
 Kennedys Garage, Waharoa Rd. East  
 Matamata Tyre Service, Arawa St. South  
 Richardson and Edge Ltd., Arawa St.  
 Seabrook Fowlds Ltd., Broadway  
 Slade Anderson Motors Ltd., Broadway

### TYRE RETREADERS

Cross Roads Tyre Service Ltd., Tower Rd.  
 Matamata Tyre Service, Arawa St. Sth.

### UPHOLSTERERS

Catchpoles Furnishings Ltd., Arawa St.  
 Tauranga Rd., No. 3 R.D.  
 Matamata Motor Trimmers, Hetana St.

### Contd.—UPHOLSTERERS

Simpson's Flooring Service, Short St.  
 Waterson, D. and Co. Ltd., Broadway

### VALUERS

Richardson, J. V., Broadway

### VALVE MANUFACTURERS

Jobe, J. S. (Jim) Ltd, Arawa St South

### VENETIAN BLINDS

Miles and Fielder Ltd., Broadway  
 Waterson, D. and Co. Ltd., Broadway

### VETERINARY SUPPLIES

Broadway Pharmacy Ltd., Broadway  
 Cawker, W. T., Tainui St  
 Farmers Co-op. Auctioneering Co. Ltd., Broadway  
 McSweeney's Pharmacy Ltd., Arawa St.  
 Morrinsville District Veterinary Club, Arawa St. Extension  
 Newton, King Ltd., Broadway  
 Wright, Stephenson and Co. Ltd., Broadway

### VETERINARY SURGEONS

Cawker, W. T., Tainui St  
 Collins, J. W., Arawa St  
 Dickinson, L. G., Tainui St  
 Marks, J. F., 25 Tower Rd  
 Meadows, P., Arawa St  
 Morrinsville District Veterinary Club, Arawa St. Extension  
 Thompson, C. C., 25 Tower Rd.  
 Van Der Nagel, R., Arawa St  
 Wilcockson, I. W., Tainui St

### WALLBOARD MANUFACTURERS

Trower Industries Ltd, Garland St

### WALLBOARD MERCHANTS

McKenzie, C. and M. Ltd., Firth St.

### WALLPAPER MERCHANTS

Booth and Chapman (Matamata) Ltd., Arawa St. South  
 Matamata Colour Centre Ltd, Broadway

### WASHING MACHINE REPAIRS

Matamata Refrigeration Services Ltd., Tui St.

### WASHING MACHINES—RETAIL

Bond and Bond Ltd., Arawa St.  
 Dalgety NZ Ltd, Broadway  
 Farmers Co-op. Auctioneering Co. Ltd., Broadway  
 Farmers Trading Co. Ltd., Tui St.  
 Fleming, C. J. Ltd., Broadway  
 Muir's Radio and Telecommunications Ltd., Arawa St.  
 Newton, King Ltd., Broadway

### WASTE PRODUCTS

Matamata Salvage Company Ltd, Coomber St.  
 Matamata Skins and Hides, Firth St

### WATER PURIFICATION ENGINEERS

Jobe, J. S. (Jim) Ltd, Arawa St South

### WEED SPRAYING CHEMICALS

Dalgety NZ Ltd, Broadway  
 Farmers Co-op. Auctioneering Co. Ltd., Broadway  
 Newton, King Ltd., Broadway  
 NMA Company of New Zealand Limited, Firth St  
 Wright, Stephenson and Co. Ltd., Broadway

### WELDERS—ELECTRIC & OXY-ACETONE

Bardsley's Auto Bodies Ltd., Firth St.  
 Cleaver Motors Ltd.  
 Curtis Machinery Service Ltd, Arawa St  
 Cowling Bros. Ltd., Broadway  
 Daltons Transport and Motors Ltd., Main South  
 Kirkwood & Hurlstone Ltd., Arawa St  
 Matamata Engineering Ltd, Mangawhero Rd  
 Matamata Machinery Exchange Ltd., 7 Peria Rd.  
 Pearson Engineering Ltd, Firth St  
 Tidmarsh, P. L., Burwood Rd

### WELL DRILLING CONTRACTORS

**BENTON & SON LTD.**

151-153 OHAUPO RD, MELVILLE, HAMILTON  
 PHONE (Hamilton) 55-040  
 After Hours, John Benton, 55-040  
 And Peter Corboy, 35-933  
 P.O. BOX 90, Hamilton

Well Drilling and Piling Contractors. Water Supplies for Farms, Factories and Towns. Specialists in all types of Piling

Newton King Ltd., Broadway  
 Test Drill (N.Z.) Ltd., 9 Peria Rd.

### WINE RESELLERS

Farmers Co-op. Auctioneering Co. Ltd., Broadway  
 Robinson, Geo. Ltd, cnr Firth St and Station Rd.  
 Select Wines, Broadway

### WINDOW CLEANERS

Matamata Commercial Cleaners Ltd, P.O. Box 147

### WOOLBROKERS

Dalgety NZ Ltd, Broadway  
 Farmers Co-op. Auctioneering Co. Ltd., Broadway

### WOOL BUYERS

Matamata Skins and Hides, Firth St

### WROUGHT IRON BALUSTRADE & STAIRCASE MANUFACTURERS

Curtis Machinery Service Ltd, Arawa St



## TIME MEANS MONEY!

## TIME SAVED CAN BE MONEY EARNED

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**PHONE 689-959**

**TELEGRAMS "DIRECTORY"      P.O. BOX 793 AUCKLAND**



## CAPITAL CITIES OF THE WORLD

City	Country	Population	City	Country	Population
Addis Ababa, Ethiopia	.....	644,190	Lima, Peru	.....	1,715,971
Amsterdam, Netherlands	.....	845,821	Lisbon, Portugal	.....	820,000
Ankara, Turkey	.....	902,000	London, England	.....	7,703,410
Athens, Greece	.....	1,852,709	Madrid, Spain	.....	3,150,000
Baghdad, Iraq	.....	1,200,000	Manila, Philippines	.....	2,989,300
Bangkok, Thailand	.....	1,577,003	Mexico City, Mexico	.....	8,000,000
Beirut, Lebanon	.....	550,000	Monte Video, Uruguay	.....	1,173,114
Belgrade, Yugoslavia	.....	963,000	Moscow, U.S.S.R.	.....	7,061,000
Berne, Switzerland	.....	166,800	Oslo, Norway	.....	486,972
Bogota, Colombia	.....	2,000,000	Ottawa, Canada	.....	494,535
Brasilia, Brazil	.....	300,000	Panama City, Panama	.....	412,000
Bonn, West Germany	.....	137,986	Paris, France	.....	2,590,000
Brussels, Belgium	.....	1,077,035	Peking, China	.....	4,010,000
Bucharest, Rumania	.....	1,511,388	Prague, Czechoslovakia	.....	1,030,330
Budapest, Hungary	.....	2,007,000	Rangoon, Burma	.....	1,703,002
Buenos Aires, Argentina	.....	7,200,000	Rawalpindi, Pakistan	.....	340,175
Cairo, United Arab Republic	.....	3,346,000	Rome, Italy	.....	3,412,000
Canberra, Australia	.....	127,700	Salisbury, Rhodesia	.....	400,000
Cape Town, South Africa	.....	807,211	Santiago, Chile	.....	2,100,000
Caracas, Venezuela	.....	2,064,000	Seoul, Korea	.....	3,794,959
Copenhagen, Denmark	.....	1,199,010	Stockholm, Sweden	.....	1,418,267
Delhi, India	.....	3,780,423	Tehran, Iran	.....	3,150,000
Djakarta, Indonesia	.....	4,750,000	Tokyo, Japan	.....	11,353,724
Dublin, Irish Republic	.....	568,772	Victoria, Hong Kong	.....	767,000
Havana, Cuba	.....	783,162	Vienna, Austria	.....	1,636,600
Helsinki, Finland	.....	526,896	Warsaw, Poland	.....	1,273,600
Jerusalem, Israel	.....	275,000	Washington, D.C., U.S.A.	.....	2,750,700
La Paz, Bolivia	.....	553,000	Wellington, New Zealand	.....	301,300

(1971 Figures)

## The WORLD — Miscellaneous Statistics

Name	Seas	Area sq miles
Pacific	.....	63,986,000
Atlantic	.....	31,530,000
Indian	.....	28,350,000
Arctic	.....	5,541,600
Malay	.....	3,137,000
Central American	.....	1,770,170
Mediterranean	.....	1,145,000
Behring	.....	878,000
Okhotsk	.....	582,000
East China	.....	480,000
Hudson Bay	.....	472,000
Japan	.....	405,000
Andaman	.....	305,000
North Sea	.....	221,000
Red Sea	.....	178,000
Baltic	.....	158,000

LOCATION OF GREATEST OCEAN	DEPTHS
Pacific Ocean	36,198ft
Off Mindanao, Philippines	.....
Atlantic Ocean	27,498ft
Porto Rico Trench	.....
Indian Ocean	26,400ft
Diamantina Trench	.....
Antarctic Ocean	14,274ft
69° 20' S, 99° 45' W	.....
Arctic Ocean	17,850ft
77° 45' N, 175° W	.....
Malay Sea	21,342ft
Kei Trench	.....
Mediterranean Sea	14,435ft
Off Cape Matapan	.....
Behring Sea	13,422ft
Buldur Trough	.....

SOME LENGTHY TUNNELS	Miles
Northern Line Tube, London	17½
Simplon, Swiss-Italian frontier	12½
St Gothard, Swiss-Italian frontier	9½
Lotschberg, Switzerland	9½
Mont Cenis, France	8½
Arlberg, Tyrol	6½
Rimutaka, NZ	5 miles 821yds
Otira, NZ	5 miles 554yds
Severn, BR (Western Region), England	4½
Totley, BR (Midland Region), England	3½
Stanbedge, BR (Midland Region), England	3 miles
Woodhead, BR (Eastern Region), England	3
Mersey	2-1/6

LANGUAGE OF THE WORLD (MOTHER TONGUES)	People
English	200,000,000
North Chinese	200,000,000
Russian	120,000,000
German	100,000,000
Spanish	100,000,000
Japanese	80,000,000
French	75,000,000
Western Hindi	72,000,000
Cantonese	60,000,000
Bengali	60,000,000
Italian	50,000,000
Portuguese	50,000,000
Malay	40,000,000
Arabic	40,000,000
Polish	30,000,000
Ukrainian	30,000,000
Bihari	28,000,000
Telugu	26,000,000
Korean	22,000,000
Marathi	21,000,000
Tamil	21,000,000
Turkish	20,000,000

THE HIGHEST MOUNTAINS	Height
Everest	29,141
Godwin-Austen (K2)	28,250
Kinchinjangi 1	28,146
Nanga Parbat	26,629
Nanda Devi	25,645
Kamet	25,447
Minyaa Konka	24,900
Aconcagua	22,834
Huascarani	22,211
Sorata (Illampu)	21,500
Sahama	21,480
Illimani	21,221
Huandoy	20,855
Chimborazo	20,500
Lullilluco	20,244
McKinley	20,320
Cotopaxi	19,612
Mount Logan	19,850
Mount Elias	19,500
Kilimanjaro	19,340
Elbrus	18,526
Demavend	18,600
Tollima	18,320
Charles Louis	18,000
Popocatepeti	17,540
Ararat	17,160
Sangay	17,124

Koshtan Tau	Caucasus	17,096
Kenya	Kenya	17,040
Ruwenzori	Uganda	16,800
Kluchevskaya	Kamchatka	16,124
Mont Blanc	Alps	15,782

THE HIGHEST BUILDINGS	Feet
World Trade Centre, Manhattan	1350
Empire State, NY, USA	1248
Chrysler Building, NY, USA	1046
Eiffel Tower, Paris (originally)	985
60 Wall Tower, NY, USA	950
Bank of Manhattan, NY, USA	927
Rockefeller Centre, NY, USA	850
Woolworth's, NY, USA	792
City Bank Farmers' Trust, NY, USA	741
Metropolitan Life Bldg, NY, USA	700
500 Fifth Ave, NY, USA	697

THE LONGEST RIVERS	Length in Miles
Missouri-Mississippi	4160
Amazon	4050
Nile	3710
Yangtze	3400
Yenisei	3300
Congo	3000
Lena	2800
Mekong	2800
Obi	2700
Niger	2600
Hoangho	2600
Amur	2500
Parana	2450
Volga	2400
Mackenzie	2300
Yukon	2000
Arkansas	2000
Madeira	2000
St Lawrence	1800
Rio del Norte	1800
Sah Francisco	1800
Danube	1725
Euphrates	1700
Indus	1700
Brahmaputra	1680
Zambesi	1633
Ganges	1500

Most garden experts consider a once weekly heavy watering a more sensible approach; however, there are no hard and fast rules. An interesting sidelight to the subject is the rate of penetration. An inch of water penetrates approximately 12 inches in sandy soil and five inches in clay soil. As the water penetrates the surface each soil particle is filmed in water, later drawn on by plant roots. Water only penetrates deeper after soil particles at each level are filmed, clearly establishing the need for less frequent but heavier watering.

Hose watering, the most common method, is also the most inefficient. If the jet spray is used only small areas are soaked. the fine spray adjustment is little better despite its superficial result.

The stand sprinkler is a vast improvement because it can be left to do its job, leaving the gardener free to attend to other matters. To test the efficiency of a stand sprinkler, range a number of equal sized containers from the stand to the spray perimeter.

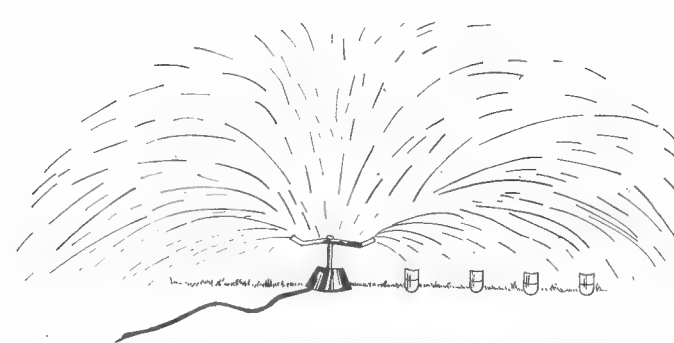
The amount of water in the containers will reveal the spray fallout and allow a watering pattern to be planned accordingly.

A variation of the stand sprinkler is the plastic pipe sprinkler which is sold in 25, 50 and 100ft lengths. A series of holes along the pipe sprays up to 8ft, depending on pressure of the water mains.

The ultimate in artificial lawn watering is an underground sprinkler system which is initially expensive, but highly efficient and easy to operate. As a do-it-yourself project it can become a costly headache, especially in low water areas. Sprinkler heads are flush to the ground and linked by metal or plastic pipe to a master valve. The system must be tested for spray pattern before pipes are buried in the lawn.



Perforated plastic hose sprinkler



Test the efficiency of your sprinkler system by using spaced out even-sized receptacles

## The Basic Elements for Good Gardening

It has been estimated that an average size garden needs up to 50lb of fertiliser a year to bring it to a state of fertility equal to that of most nurseries. The case for enriching the soil has long been established, yet many gardens are fed with spoonfuls of fertiliser where bucketfuls are needed.

For a few shillings a week, a little labour and some knowledge of soil and chemicals, the home gardener can become the soil expert for his very own patch of land.

The returns outweigh the effort — better quality fruit and produce, better looking flowers and healthier shrubs and trees. Grass, too, can be improved to become a carpet of even texture and vigorous growth.

### BASIC SOIL TYPES

Nature's tendency is for soils to become acid, yet most plants prefer an alkaline soil. Lime neutralises acid and makes the soil suitable for bacteria and plant development. Fortunately, most volcanic soils have a lime content and need little addition.

Finding out the nature of the soil in your garden can be done by purchasing soil testing equipment; calling in commercial soil testers or making inquiries at your nearest Department of Agriculture branch; they will be able to define the type of soil in your district.

### SOIL QUALITY

How many gardening enthusiasts have cursed clay soil or, for that matter, appreciated its qualities not found in sandy soils? Clay holds all the nutrients that plants need but cannot draw upon them until the minute clay particles have been amended with other materials.

Left untreated, clay limits growth by depriving roots of oxygen. Cohesion of particles also makes for poor drainage; water tends to run off the surface, washing away. Edible leaf plants grow best in clay soil — lettuces, cabbage and cauliflower.

Amend clay by ploughing in untreated sawdust and organic matter. Regular amendments will prevent compaction and help to release nutrients in the clay.

By way of contrast, sandy soil does not retain moisture, is well aerated and is particularly good for growing root crops in. Autumn planted crops get a better start in sandy soil because the soil retains its warmth and does not become waterlogged.

Amend sand soil by ploughing in heavier topsoil, untreated sawdust or hops. Such additions will slow down drainage and increase moisture content in the soil.

Rather than plan on a minimum amendment to your soil, consider its actual need. Sand or clay soils that are extremely so require up to half again of their content in mulch to be effective.

### ELEMENTS

Three elements which spell success or failure to every garden are nitrogen, phosphorus and potassium. In their pure state they are respectively a gas, an unusual glowing substance and a metal. When processed to a usable form they become the very life substance of all plant life.



Nitrogen is a food that contributes towards leaf and stem development. With a sufficient quantity available to a plant the upper growth is healthy and strong, indicated by dark green leaves. Starved of nitrogen, plant leaves take on a characteristic yellowy-green or yellow coloured appearance.

Nitrogen is usually introduced into the soil by way of dead plant or animal matter. The three phases of nitrogen are organic, ammonia, then nitric or nitrate. As the ammonia form is a second phase of transformation it is slow acting. In its nitric phase, nitrogen is an instant fertiliser, immediately nourishing top growth.

There is nitrogen in sulphate of ammonia, nitrate of soda, nitro chalk, dried blood, bone meal and to a lesser degree in compost.

Phosphorus stimulates seedling development; root systems and early ripening. Phosphorus ions are taken in by root tips but are not always available in some acid soils because other compounds keep them insoluble.

Apply phosphorus or phosphate where it is most needed. As stated earlier, a rule of thumb is that root tips extend to the drip line, which is the outer perimeter of the upper growth. As the fertiliser is intended for root tips it is best spread in their immediate locality.

Phosphorus is contained in superphosphate, basic slag, triple phosphate, ground phosphate rock and bone meal.

Potash or potassium contributes to a plant's breathing apparatus, helps to manufacture starch and sugars, and generally helps a plant to stand up to adverse conditions.

Potassium is contained in muriate of potash, sulphate of potash, potash salts, kainit, flue dusts and wood ash.

A combination of nitrogen, phosphorus and potassium is called complete fertiliser. It is sometimes known by its chemical symbols — NPK. Complete fertilisers also contain a number of trace elements which are beneficial to soil.

It does not necessarily follow that one formula NPK mixture is suited to all types of plants. Root crops need more phosphate than leaf crops, which require nitrogen to stimulate leaf growth.

Fortunately there is an increase of complete fertilisers available for specific types of plants. The NPK ingredients are balanced in the light of scientific know-how.

Unbalanced application of NPK can produce freak plants — excess of nitrogen can make beetroot stems grow to a height of three feet, which is spectacular but unrewarding. The rules of applying fertiliser are simple — tell your dealer what the fertiliser is to be used on and follow instructions on the packet to the letter. Being over-generous with fertiliser is equally as harmful as being niggardly.

In its true perspective, fertilising the garden serves a twofold purpose — chemical fertilisers are necessary additions to the soil and organic fertilising is the partial replacement of elements removed from the soil through cropping. Organic and chemical fertilisers are complementary to each other.

#### ORGANIC FERTILISERS

A definition of organic fertilisers is animal and vegetable matter — manure, lawn cuttings, tea leaves, potato peelings and other household refuse which is readily decomposed.

Three ways of using and making organic fertiliser are by digging in animal manure; composting certain types of

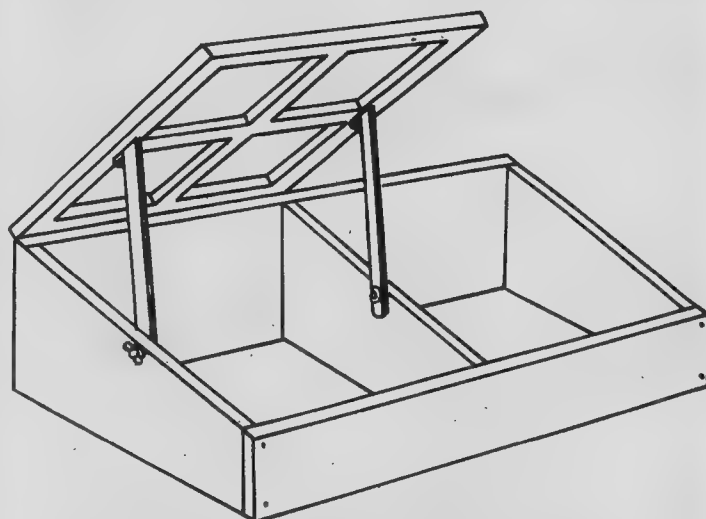
refuse, or by growing green crops and turning them into the soil before they are fully developed.

Composting in the home garden is no job for the fair weather gardener, as it requires regular attention to prevent the heap from becoming a breeding ground for flies and other pests.

Making a compost heap is simple. Construct three wooden containers adjacent to each other, about 4ft in height. Make the sides slatted to allow air to circulate.

Each container serves a purpose, the first container holds the most recently gathered matter, the second container holds the activating compost, and the third container stores the finished product, which may need to be screened to remove odd pieces of inorganic rubbish.

Keep the compost heap watered and turn it about once every three days. The three requirements for successful composting are moisture, air and bacteria. Decomposition can be accelerated with a bacterial compound sold in most plant stores.



For growing seedlings a cold frame is a gardener's friend. Both frames should be glazed

#### WAYS WITH SOIL

A few tricks of the trade can save hours of effort and puzzling. A simple way to test soil is to squeeze a handful of it, then release the pressure. If it pours away or stays in a lump, it needs amending by adding humus. Loam will break up but not to any great extent.

Small quantities of soil amendments are best spaded into soil by tilting the spade sideways to let it trickle off. Amending large areas of soil is best done by spreading the fertiliser over the surface and working it in with a rotary hoe.

Take the backache out of digging by giving the soil a thorough dousing the day before work commences.

If the soil in your garden is so poor that improvements will take years and cost a lot of money, make raised beds and border them with stone or wood.

Never spread animal manure on soil until it has been seasoned, or it may harm plants. One of the best methods is to mix the manure with soil and let it decompose before using.

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Schooldays are over for many young people throughout the country. It's time to decide what type of career you want and how to use to best advantage the skills and training learned at school.

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Commencing salaries and allowances vary according to age, qualifications and type of employment. University Entrance or School Certificate are an advantage, but there are positions for people without these examinations. Post Office people contribute to a welfare organisation which provides a large range of medical and other benefits. There are also a large number of holiday cottages at popular resorts throughout New Zealand for use by members. Generous leave is provided, including long service leave.

Call and discuss a career with your local Postmaster, Post Office Engineer, or write to the Director-General, Personnel Division, Post Office Headquarters, Wellington.

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SF 53

## There could be a worthwhile job for you in insurance

**A** GREAT SHIP draws out of the harbour, an aircraft disappears into a gathering cloud, a train whistles and slowly gathers momentum, a laden truck backs on to the busy highway and somewhere, intimately considered in every movement, offering security against the unexpected occurrence is a Policy of Insurance.

The story of insurance is a long one, its beginnings lost in the mists of antiquity. It is recorded that as far back as AD1500 English policies bearing striking resemblance to present ones were being issued. Even then the practice of insurance had reached an advanced stage of development. The Great Fire of London in 1666 drew attention to the real need for a policy offering protection in the event of fire loss. From those beginnings have evolved the insurances of today.

As man progresses and science advances insurance must keep pace. New methods of manufacture are evolved, new hazards are created, and a demand for a new type of insurance protection emerges. New methods of construction as discovered must be considered for their potential risk, new inventions appear and the insurance office must understand them and meet the need for a new type of cover. There can be no advances in science or commerce without the protecting hand of insurance being immediately affected. Small wonder then that, to a person who can measure up to the needs of changing times, the profession of insurance offers unparalleled interest.

### WHAT IS INSURANCE?

Take Fire insurance as an example. Imagine that there are 1000 homeowners, each of whom would stand to lose a considerable amount of money if their house burned down. If each person were to contribute a small sum into a common fund, this fund would then be available for any one of the thousand who might subsequently have cause to turn to it after a fire had occurred. This in effect is the principle of insurance. The "fund" is administered by the insurance office, who undertakes to arrange collection of the "contributions" (or premiums as they are called) and pays out to those who become entitled to make claims.

### MEETING TODAY'S NEEDS

If you ask any insurance man what he enjoys most about his work, he will most probably tell you "variety". Because of its very nature, insurance is bound up closely with every business transaction, every trade or profession, every occupation and with all kinds of property on land, sea or in the air. Insurance has in fact been described as the

"handmaiden of commerce". It is easy to understand just how far this insurance coverage extends if you look out of your window on to any busy street. You will see buildings both old and new; vehicles of different kinds, shops and businesses, with valuable stock and furnishings. Almost everything you see is protected against misfortune by some kind of insurance policy. Even the very people in the street are insured.

To be able to do his job properly, a good insurance man must be able to assess accurately the risks which are likely to be involved in any particular occupation or buildings. For example, when approached for insurance cover on a factory for making plastic products, the insurance man (or "underwriter" as he is sometimes called) must learn as much as he can about the processing of the materials involved and what production techniques are involved. He must discover whether they are likely to be inflammable, and if so, under what conditions. He must find out the construction of the building being used, what fire-fighting facilities are available, what machinery is used and what precautions are taken normally to prevent fire. He must, in fact, learn as much about somebody else's business as he can in order that he can do his own job properly.

It is this direct involvement in business and commercial life that makes insurance one of the most interesting professions. Insurance requires men of knowledge, common-sense and good judgment who are able to meet the needs of changing times and circumstances.

Adequate insurance protection is an essential part of the sound management of any modern business or household. New Zealand's growing economy provides a need for more and more skilled insurance advisers.

The large insurance Offices provide planned training and encourage their staff to seek higher educational qualifications. Better trained and qualified insurance people will ensure that New Zealanders receive value for each dollar they spend on insurance protection.

The State Insurance Office has received increasing support from the businessman, farmer and householder alike and after a very modest beginning in 1905, today has the largest share of New Zealand's insurance business.

When considering an insurance career, look for the fastest growing Office, the one which will provide the greatest opportunities and which offers the greatest encouragement to its young people.

Why not inquire whether your local STATE Office has a vacancy?



# A HUNTING WE WILL GO!

By Winifred M Willson

**T**HAT'S the cry today, for New Zealand is something of a rock hunter's paradise and this fascinating family hobby is on the increase as never before.

I suppose if we could go back to Man's beginnings on Earth we would find that one of his earliest interests apart from his need to hunt for food and to find shelter was his search for colourful stones, for gems and pieces of beautifully marked rock. In primitive times these treasures served as a kind of currency, and the more beautiful gemstones eventually became the recognised adornment and treasure of kings and temples.

While the rarest of precious stones like diamonds and rubies are still beyond the reach of most of us, there's nothing to stop us taking up rock hunting and going out on weekend and holiday expeditions in search of semi-precious stones to be found in many parts of New Zealand, and thus acquiring our own exclusive collection.

In fact, this is probably today's most popular hobby and particularly ideal as a family interest, because the search for gemstones appeals to young and old. It involves absorbing expeditions into the country, to the beaches and the riversides, up in the hills and down in the valleys. Out in the open, you fossick and explore and picnic, and of course, you take the precaution first of taking out your own miner's licence. This is no trouble to acquire, either at your nearest Chief Post Office or from the mining warden for that particular area you want to cover. Your licence costs you the grand outlay of 50 cents!

Incidentally, if you want to cross or work on private property, such as a farm, it is only fair to request permission from the owners and to respect their rights, but just think, our laws provide you with the right to work along a chain on either side of any stream. It is all very reminiscent of the gold rush days, this modern craze for prospecting for the semi-precious stones in which New Zealand's geological formations are rich.

Because ours is a young country, precious stones are practically non-existent. There is a scale of hardness of ten minerals which defines the quality of the stones, with diamonds rating 10 because they cannot be scratched except by other diamonds. A large proportion of New Zealand's semi-precious stones have a rating of 7 for hardness, and that's quite good, only one grade lower than that recognised for precious, so it's well worth while to go rock hunting, whether you want a collection of geological interest, exhibiting your finds in the rough as you found them in little plastic cases, all neatly labelled, or whether you want to tumble and polish them and perhaps to make your own jewellery with your prettiest pieces. Many New Zealanders today are turning this fascinating hobby into a profitable one in this way.

To check on the main stones you are likely to find, and where to find them, I called on Mr E. L. Hendry of Mt. Roskill, Auckland, who is one of New Zealand's most knowledgeable and experienced rock hounds. I found him in the Rock Hound Shop in Symonds Street, where we pored over the rough lumps of rock and the beautifully polished stones which had emerged from them. I looked at rock hammers and prospector's picks and knapsacks — elementary equipment you'll need even for your first expedition — at splitting chisels and long shank chisels and at tumblers, including the kind your husband can make himself if he happens to be a handyman. Of course the more you go into it the more equipment you eventually need, but let's start at the beginning — rocks and where to find them. Mr Hendry has all the answers:

**Agate:** One of the more plentiful of semi-precious stones, this one is very popular with those who make jewellery. Agates have a hardness of 7, only one grade lower than for precious gems, remember? This stone is variable in appearance and formation, so you can hunt for moss, wood, green and iris agates. Coromandel Peninsula is probably the best place to hunt for agates but Mt Somers in Canterbury is good, and Birdlings Flat near Christchurch, although well worked over, still has possibilities.

**Amethyst:** While hunting on Coromandel or Mt Somers for agates, keep your eye open for amethysts too. Hardness of 7 again, and a most attractive stone with its purple colouring. Amethyst quartz is even prettier, being translucent with the colour washing through it.

**Bloodstone:** If names like this and agate and jasper and carnelian sound a little familiar, it could be because your grandmother spoke of them with affection. These stones were highly valued in brooches in Victorian times. Bloodstone is a rich green and gets its name from the spots of red that show through. Hardness of 7 again, and you find bloodstone in and around Thames. Quantity is not large, so the search has to be keen.

**Bowenite:** This is often classed as greenstone (New Zealand jade) but is actually a type of serpentine which looks very much like the real thing being an attractive blue-green stone which is widely used in jewellery and artifacts. Hardness is between 3 and 4. Bowenite is most readily found at Anita Bay in Milford Sound, but a more accessible source is the Cobb River Valley near Nelson, which produces a poorer grade.

**Carnelian:** This beautiful stone used to be known as cornelian and is more popular even than agate. It takes a high polish that enhances the reddish brown colour and has a hardness of 7. You find Carnelian in the Coromandel area and also from Thames northward. In the South Island the Rakaia River is a good source.

**Chalcedony:** Much more plentiful and therefore a good one for the beginner is chalcedony, which is common from Northland and Coromandel to Canterbury and Invercargill. It is a type of quartz that may be transparent or opaque, with a bumpy surface, somewhat like a tiny bunch of grapes, and has a hardness of 7.

**Citrine:** Now here's a stone rare in New Zealand, so lucky is the collector who finds it. So far only small pieces have been found and these inland from Thames. Citrine is a transparent stone with a yellow tinge, rather like a topaz and therefore very desirable. It has a hardness of 7.

**Chert:** What a crisp, unromantic name this if for a flint-like stone that is usually grey, brown or black but takes such a good polish that it can look very rich. You find it in such areas as Whangarei, Coromandel, Auckland and Dunedin.

**Flint:** Then we get flint itself which varies considerably in colour. Besides the familiar grey and black, you can also find it in brown, fawn, reds and honey tonings. Black flint is mainly found around the Thames area, whereas other colours are more readily found in Dunedin and on the east coast of the South Island. Flints have a hardness of around 7.

**Jasper:** This is an opaque type of quartz and is found in many places in New Zealand, with Thames and the Coromandel area being the most fruitful. Jasper is usually a dull red but you may be lucky and find a brown or a yellow-green. Variegated and mottled jaspers are the most common varieties and the stone has a hardness of 7.

**Nephrite:** This is New Zealand greenstone, one of the two minerals that can be classed as true jade, the other being jadeite which is not found in New Zealand. The colour is usually translucent with a green tinge, the exquisite emerald

green being the most popular and, alas, the most difficult to find. However, West Coasters have this highly valued stone practically to themselves, and it is to the West Coast of the South Island you must go in search of greenstone which has a hardness of only a little more than 6.

**Obsidian:** This natural volcanic rock is found in large quantities in the Taupo-Rotorua area. It originated as a molten liquid but cooled off so quickly that there simply wasn't time for it to crystallise into a kind of glass. In New Zealand it is found in rather subdued colours like grey, black, brown or a mottling of these. With only a hardness of 5, it is not the best for jewellery, but can look very attractive when polished, and if you live anywhere near the middle of the North Island here's one stone you can probably find plenty of.

**Opal:** Often associated with bad luck, it's a piece of really good luck if you manage to find the real thing which is rare in New Zealand and only to be found in thermal areas. Lesser grades, however, are to be found in the Rotorua-Taupo area, in Northland and around Thames and the Coromandel Peninsula. New Zealand opal has many colours, but with a hardness between 5 and 6 is too brittle for jewellery work, alas.

**Schists:** We hear a lot about schists nowadays, but mostly in connection with large pieces used for fireplaces and decorative stonework for houses and other buildings. It can be found in very pretty colourings, blue in Westland, for instance, pink and green around Queenstown. Hardness ranges between 5 and 7, but schist is not suitable for jewellery, being slate-like and easily split.

**Quartz:** This is a stone which is plentiful throughout



Mrs. N. Murray and Mrs. Y. Quarterman, members of the South Auckland Rock and Mineral Club, among the Kauaeranga Valley boulders



New Zealand, a close-grained rock which comes in many colours and is particularly good for cutting, with a hardness of 7. Coromandel is an especially fruitful area in which to search.

**Rhondite:** If you live in the vicinity of Dunedin then you'll be interested in hunting for Rhondite, a type of rock which is usually pink or pink and black. Aucklanders are likely to find it in the Thames district, but the Thames variety is often spoiled by the addition of much brown colouring. Hardness is between 5 and 6.

**Petrified wood:** Here's a stone that is both popular and readily found. It polishes beautifully, has a hardness of 7, and is fascinating just because once it was wood and now is stone. It makes beautiful jewellery and is found in many colours, particularly near Auckland, Thames, Canterbury and Invercargill.

**Serpentine:** Usually thought of in terms of fertiliser, being a mineral that is added to superphosphate, serpentine, with a hardness of only 3, is excellent for carving but useless for jewellery. The colour of the stone is usually green, or green mottled with black, and in fact it is sometimes mistaken for a variety of greenstone. It is found in quantity on the West Coast of the South Island and in Nelson. In Northland you may with luck find a paler variety.

Well, there you are, quite an extensive list of stones to seek, although the most fruitful areas are fairly localised. However, all New Zealand streams and coastal areas are likely to turn up something interesting, and as you get more interested in rock-hunting you learn to recognise the type of area where you are likely to make the best finds. You become, in fact, amateur geologists, and this can be very helpful to schoolchildren.

This article is only intended to give you the broadest outlines of the pleasures and possibilities of rock-hunting. For more detailed information you can turn to a number of well-written books, some of them by New Zealanders who give you the benefit of their own extensive knowledge and experience. "New Zealand Gemstones" by Lyn and Ray Cooper and published by Reed's at \$2.50 is one which Mr Hendry recommends, and another, quite comprehensive work is by W. M. Campbell.

Today there are many rock-hunters' shops throughout New Zealand and if you have one in your own locality, you will find the people there only too happy to help you with advice. Just browsing around one of these shops makes you impatient to get started. You look at all those trays of rough stones and then all the beautifully polished pieces that come from them and long to get cracking on a collection of your own. Just seeing what can be done to turn our native rocks into charming jewellery can fire you with enthusiasm if you happen to be artistic and good with your hands.

Your local museum may also be a good source for advice and information. You should find they have a section on geology and a lapidary (stone) collection.

So popular is rock-hunting that many secondary schools run night classes on the subject and here you can not only learn about the subject but also meet others interested in the same hobby. You can do this, too, by joining either the Auckland Geological and Lapidary Society Inc., P.O. Box 6275 Auckland or any one of the many other rock-hunters' clubs throughout the country. Auckland City, for instance, has five, and there are active groups in just about every centre.

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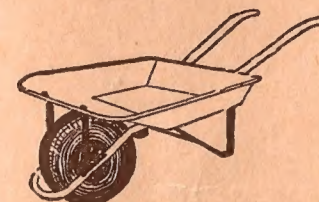
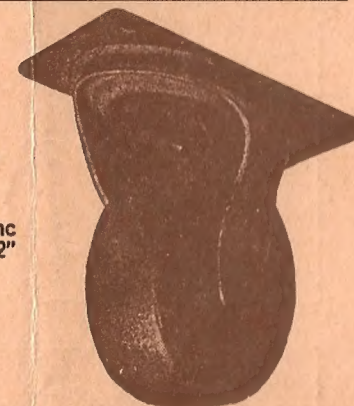
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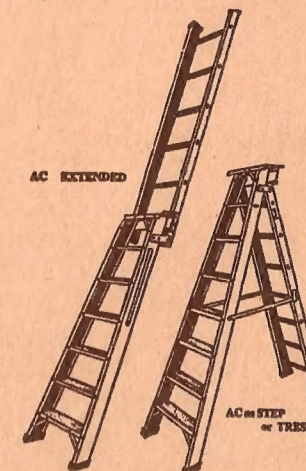
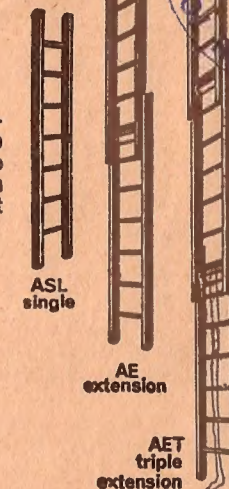
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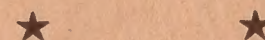
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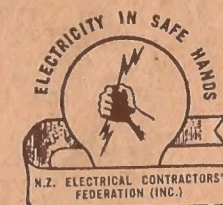
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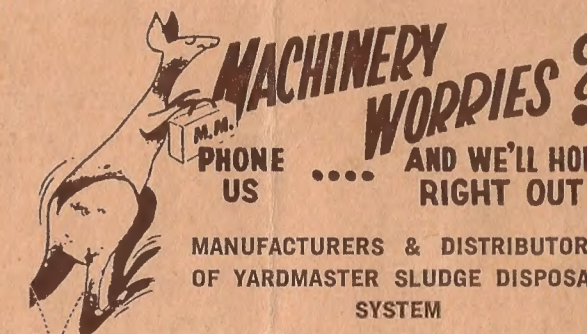
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